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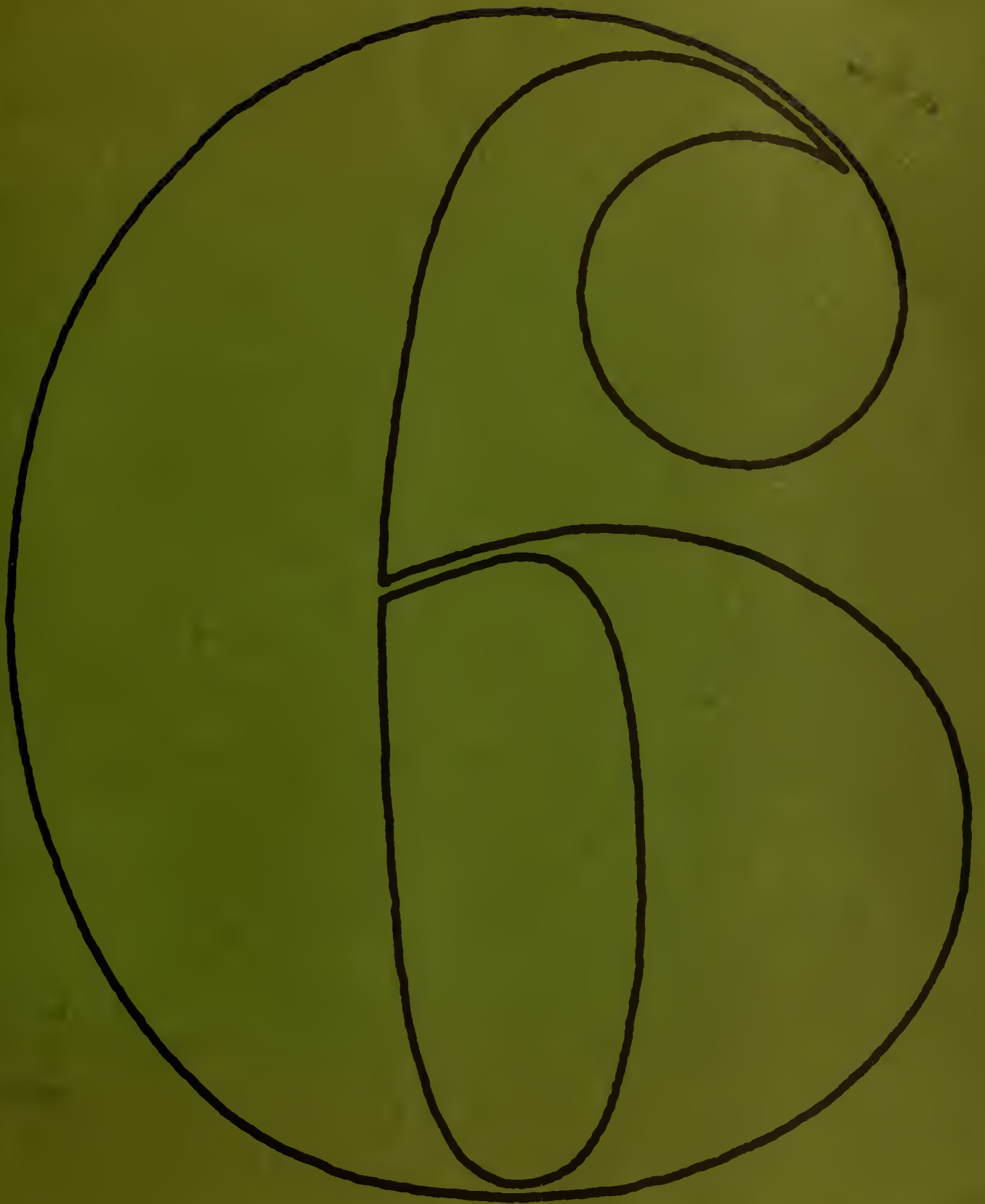
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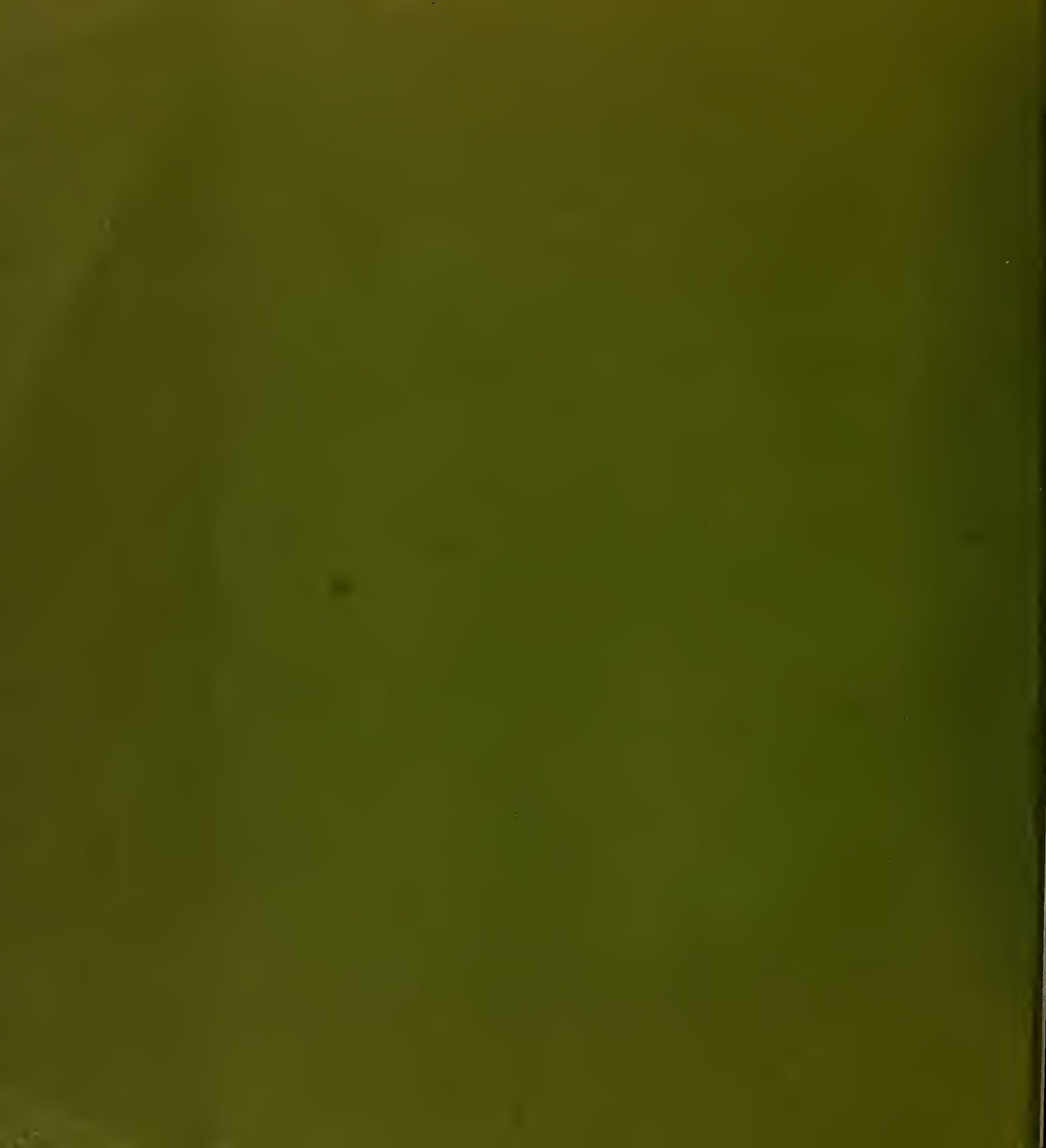


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Preliminary Report No. 6

RECOGNITION SOCIAL SURVEY SAN FRANCISCO

San Francisco Department of City Planning
September 1970

Marshall Kaplan, Gans, and Kahn
Consultants

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PREFACE

This report on the Social Reconnaissance Survey, prepared by Marshall Kaplan, Gans, and Kahn, consultants to the Department of City Planning, is the sixth in a series of preliminary reports for the San Francisco Urban Design project.

This report is a summary of the Social Reconnaissance Survey and the consultants' judgments, recommendations and analysis of the implications of the survey for urban design. The survey involved thirteen social reconnaissances in selected neighborhoods throughout the city, and provided basic information for a series of background reports prepared by the consultants.

These reconnaissances were based on open-ended interviews with a representative sample of ten residents in each of the thirteen sample blocks of each selected neighborhood. These interviews with residents sought their perceptions of environmental quality, as well as of the underlying causes of satisfaction or dissatisfaction with their neighborhoods.

A prime objective of the reconnaissance is to determine areas in which physical environmental action would contribute to the amelioration of social problems. Accordingly, this summary focuses on neighborhoods in which the perception of social conflicts is particularly acute, and negative perception of the environment is particularly articulated.

For this reason, neighborhoods in which the perception is basically positive receive less emphasis.

A second major objective of the reconnaissance is the suggestion of priorities and policies identifying certain kinds of physical improvements. These priorities and policies would focus on those which are most beneficial and desirable in the select neighborhoods characterized by particular social and economic problems. This requires the extrapolation of survey findings, based on the limited samples of block residents, to cover the larger communities which together constitute a major portion of San Francisco. The nature of the social reconnaissance, then, is that of a series of probes into the sources of conflict and dissatisfaction as each is perceived by San Francisco's residents.

This report is also partially based on analyses of public and private investment patterns throughout the City, and the impact of these patterns on neighborhood maintenance and renewal. These analyses were combined with social reconnaissance interview data to provide a comprehensive and balanced approach to public and private investment strategies in San Francisco's middle neighborhoods; in fact, this report focuses upon the neighborhoods, and is written from their point of view.

INTRODUCTION

San Francisco reaches outward to strengthen its role in the Bay Area, Northern California, and the West; it's neighborhoods turn inward to maintain their social integrity. Conflicts between these competing desires inevitably arise. Yet, once the conflicts are recognized, it is possible to find reasonable and balanced solutions.

Downtown can continue to develop; at the same time, there is no reason that San Francisco cannot further sharpen its awareness of the problems of its neighborhoods, and respond accordingly. Much could be done to maintain and rejuvenate these areas as communities. These tasks are the most important which confront the City. Their solution is the challenge of the social plan.

In essence, San Francisco must include among its goals those that will enhance community identification and neighborhood integrity. Had such goals been recognized earlier, the freeway corridor through the South-of-Market, Mission, and Portola districts might have been aligned differently. As it is, the people of these areas have been called upon to bear the social costs of city-wide benefits, costs which too often have lain outside the calculus of economic benefit.

The vehicle of the social reconnaissance survey offers an

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opportunity to take a kind of continuing pulse of San Francisco's neighborhoods or communities. In the process, the City's public responses can be more finely attuned, and a substantial balancing of costs and benefits can be realized in the City's neighborhoods.

IMPLICATIONS FOR URBAN DESIGN ACTION

It is axiomatic that progress benefits some and fails to benefit others. San Francisco is no different. In many respects the social and economic dissatisfactions suffered by San Franciscans may be viewed as the unwanted consequences of long-term processes of change. To say that these processes of change are unmanaged is only to state the obvious. Their management would require, at the least, a national policy towards urbanization. In the absence of any such policy, cities cope as best they can with the social and economic dysfunctions which arise from changing social patterns and changing economic structure.

The important point is that progress must be balanced. It must not benefit one segment to the neglect of another. In short, progress must be evaluated in terms of all its consequences.

SOCIAL SETTING: Perhaps the very features which make San Francisco uniquely attractive tend to obscure the fact that for many people, San Francisco is not a good place to live. Among San Franciscans, the survey found that resident dissatisfaction is profound in those areas which are either undergoing a process of social change too rapid for ready neighborhood acceptance, or which are characterized by poor environmental quality.

Frequently, these two conditions exist simultaneously. Abrupt changes in the composition of a neighborhood population are viewed with strong misgivings by long-term residents. These misgivings are commonly translated into dissatisfaction with the neighborhood. Even in neighborhoods not characterized by poverty, the dissatisfaction of residents with their neighborhoods is often such that public investment may be necessary if decline is to be halted and alienation reversed. These are the neighborhoods in which public investment -- and especially urban design treatment -- is judged to be most efficacious. Put another way, these are the neighborhoods in which limited public investment is likely to produce the greatest benefits. It is for this reason that this report dealing with the social implications for urban design -- and the social reconnaissances on which it is largely based -- focuses on the middle range of San Francisco's neighborhoods.

In the worst of such neighborhoods, housing is deteriorating, street planting and other signs of nature are absent, streets and sidewalks are littered with refuse and broken glass. Automobiles frequently speed through neighborhood streets. These are the same neighborhoods that suffer the social problems of a people concerned that their environment is no longer responsive to them.

The people who live in these neighborhoods are worried about widespread vandalism, teen-agers and drugs, and generally high

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crime rates. Mothers fear to permit their children to play in unsupervised neighborhood parks and fear equally the danger from traffic. So alienated have some people become that they would prefer to leave the City.

ECONOMIC SETTING: Each new major office building in San Francisco's downtown skyline represents an enlargement of the downtown's role as the financial and commercial center of the Bay Area, Northern California, and the West. Urban renewal in some cases, freeway construction on the whole, and most recently the installation of the BARTD system all reflect this thrust.

By the nature of things, more and more of the jobs in downtown are in the fields of finance, business and government. Also, more and more of these professional and clerical workers live in the suburbs and commute to work in San Francisco. Thus, along with the expansion of downtown, it has been necessary to increase the City's transportation capacity. Given the lure of federal highway dollars, San Francisco opted, initially, in favor of automobiles to bring suburban dwellers to work in the downtown offices, as have a good many other cities in recent years.

As freeways and other arteries were built, low-income families were displaced and the inventory of low rent housing was further restricted. Freeways also had the effect of isolating some communities within the City, further reducing the

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integrity of these residential environments. And not of less importance are the detrimental environmental effects produced by commuter traffic, much of it originating in the outlying "suburban" areas of San Francisco itself, on arterial streets and paired one-way streets which penetrate residential neighborhoods.

Again by the nature of things, in this case the distribution of population by income and employment status, certain groups have been disproportionately affected. The working class neighborhoods of San Francisco lie predominantly in the southern sector of the city -- precisely the sector traversed by both major freeways from the Peninsula and by the BARTD line. The low-income areas of San Francisco lie predominantly adjacent to the center of the city -- where they suffer most from the intrusions of traffic destined for downtown and where past urban renewal efforts have been concentrated. Thus the effects of the changing and expanding economic role of downtown San Francisco and the related major public investment in urban renewal and transportation facilities have been disproportionately borne by those segments of the population whose heads of households are least likely to occupy the new offices and commute to work on the freeways.

In these ways, the social costs of certain economic benefits have been unevenly borne. The integrity of certain residential environments has been diminished in favor of developments which have benefits for the city at large. Again, this reflects no deliberate policy. In part it is due to the disequitable

working out of economic change, and in part to the fact that major public investment priorities have been largely determined by Federal and State programs which provide earmarked funds for specified public improvements. But from the vantage point of hindsight, it can be seen that San Francisco's working class and lower income groups have tended to bear the social costs of others' economic benefits.

SOCIAL COSTS OF ECONOMIC BENEFITS: The displacement of families and individuals is only the most obvious of the social costs. The loss of sense of community and sense of neighborhood is far more pervasive. While these are commonly viewed as social costs, they are less commonly understood to be economic costs as well. One aspect of this is the private loss incurred by homeowners in neighborhoods that are no longer perceived to be viable communities. Another aspect is the increasing cost of services -- police, education, welfare -- required to compensate for the social and economic dysfunction of the City. The point is that social costs are economic costs as well, and the fact that they may be difficult to quantify accurately makes them no less important and relevant in the public planning process.

In part, then, the problem is that the community consequences of public improvements are poorly understood at best, and in the past have been disregarded or inadequately assessed. Nor, due primarily to the reliance of cities upon earmarked Federal and State funds for undertaking major public improvements,

have any commensurate programs been initiated which might counter the deterioration of many residential neighborhoods and ameliorate the social costs of progress.

CITY-WIDE AND NEIGHBORHOOD INTERESTS: No matter how much character or sense of unity a city has as a whole, from the point of view of social planning, a city tends to have the character of a package of small communities. While there is an obvious need to conduct comprehensive planning for the entire City, and -- for that matter -- for the City in relation to its region, at the same time planning must recognize the needs of the residents where they live, often right down to the block level. Yet, in some matters, the macro- and the micro-view are in conflict. What seems to serve the City as a whole can be a disservice to the small neighborhood.

The clearest example of such a conflict is traffic. It is true that when a citizen is a motorist, he wants to get about the city, and in and out of it, quickly and efficiently. But in his role as a resident, he wants something else. He does not want traffic along his own street. Cars, trucks, motorcycles are noisy, dirty, and above all hazardous to his children. In the social reconnaissance survey, almost everyone wished that through-traffic could be prohibited along his own block, or at least substantially limited and controlled. Indeed, the resolution of this problem loomed as the single issue of most importance in the neighborhoods. This suggests the degree to which their residents desire isolation and protection from the City-wide systems which can diminish neighborhoods and alienate their people.

There are many reasons why the
author has chosen to write this book
and the reader will find out why.

The author has chosen to write this book
because he has a great deal of experience
in the field of the subject and he
wishes to share his knowledge with the
reader. The book is written in a simple
and easy-to-understand style and it
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STRATEGIES FOR INVESTMENT: Measured and effective public intervention is sorely required. Given, however, the City's limited resources, the issue is where and when can scarce public resources be best marshalled for effective action. In short, what characterizes the best opportunities? Which keys are most effective to successful public action? Before these questions can be answered, it is necessary to know something about the causes of neighborhood decay in San Francisco.

Stripped to the simplest terms, a neighborhood can begin to decline when its residents lose faith in it and diminish their concern for maintenance. When this happens, lending institutions and other investors hold back their investment in the neighborhood, and a vicious spiral of disaffection and neglect begins and gains momentum. Sooner or later, City services are no longer able to maintain their former level of performance, and serious deterioration of the whole environment has made inroads which are difficult to reverse.

What, then, makes residents apprehensive and sets the spiral in motion? Social reconnaissance surveys clearly reveal that next to the safety of intersections the uppermost concern in the minds of residents is property maintenance. Anything that, for valid reasons or not, the residents perceive as a threat to the general level of maintenance can -- in fact -- start the decline.

A common cause of alarm to homeowners, especially in neighborhoods characterized by single-family housing, is a sudden

influx of new residents who appear to be culturally different; such cultural differences can be reflected by the racial and ethnic characteristics of these new neighbors. By the same token, sudden changes in tenure characteristics can have a similarly unsettling effect. Thus, a rapid shift from owner to renter occupancy can be as unsettling as other kinds of changes in neighborhood composition.

Fear of rapid change is not merely a matter of racism or bigotry. Rather, it is based on a general sense of discomfiture in an unfamiliar situation. The more rapidly change occurs, regardless of reason, the more apprehensive are the residents who remain. By the same token, if change takes place gradually, regardless of initial anxiety, the level of confidence in the neighborhood can remain unaffected.

Accordingly, to obtain the most return on public investment, improvements should be programmed to not only counter feelings of discomfiture on the part of residents, but to attract private investment as well. It is also clear that the sooner the decline is reversed, the more impact each dollar of public investment has. In effect, such a public strategy has an anticipatory action thrust, rather than one which merely reacts to a situation of decay which is already of crisis proportions. Accordingly, public action should be taken early in a neighborhood's decline, rather than later. This, of course, is self-evident; however, it also suggests the importance of concentrating public investment in neighborhoods

which can readily respond to it, given the serious scarcity of local resources.

PRIORITY AREA RECOMMENDATIONS: So often does decay follow rapid change in neighborhoods that social change itself, in its various stages, is a useful measure in assigning priorities among areas. Of secondary importance is the degree of deterioration at any one point in time.

First Priority Areas - In situations in which there is a sudden influx of new residents the City has an opportunity to stave off serious decay before it begins. Among the neighborhoods surveyed, this is true of the Excelsior district to which young Spanish-speaking families are moving; the neighborhood has long been largely characterized by Anglo households. Such a neighborhood warrants first priority urban design treatment.

The Excelsior district is still in a reasonably good state of maintenance, but the older residents express discomfiture over its future. An effort should be made to restore their confidence at this pivotal point in time by making some of the public improvements the neighborhood obviously needs. The residents themselves want safer intersections, better traffic control, better street maintenance, more street lighting, and such amenities as street landscaping, street furniture, and underground utilities.

Since this is not a major traffic corridor, it would be appropriate to establish devices to limit or prevent through

traffic on select blocks. Also desired are the removal of abandoned cars, strict enforcement of building codes, and further extension of the Federally-Aided Code Enforcement (FACE) Program.

Second Priority Areas - If a current influx of new residents establishes first priority treatment, neighborhoods in which such an influx has just occurred, and the population is now stabilizing warrant second priority. Bernal Heights and Ocean View are two such neighborhoods. In both, attitudes toward their neighborhoods are mixed. For the most part, residents have high expectations, although long-time residents are generally uneasy. Thus, the City has an opportunity to capitalize on the optimism of some, and at the same time allay the doubts of others.

In general, the same kinds of improvements and programs appropriate to the Excelsior district are appropriate to Bernal Heights and Ocean View.

Third Priority Areas - Third priority should be directed to areas of mixed tenure in which homeowners are especially suspicious of renters. The social reconnaissances indicate that anxiety is exacerbated in situations in which long-time owners are especially concerned over the influx of renters. The social reconnaissances also indicate that these concerns are heightened where long-time owners with relatively limited economic and social security are confronted by similarly limited renters. In such areas, racial and ethnic differences can be irrelevant. Such is the situation in parts of the

Mission, typified by the Florida Street sample block, and the Outer Sunset.

Indeed, in such parts of the Mission, alienation is severe. If the neighborhood is not upgraded, residents able to move will do so as soon as possible, thereby inviting further deterioration; however, several improvements could be accomplished to rekindle their confidence.

Renters and homeowners alike complain most about the poor maintenance of just about everything in the Mission/Florida neighborhood. Streets and parks, as well as private property, are points of major concern. In addition, this is a badly congested neighborhood. Residents are acutely aware of the lack of open space and poor sense of nature. The development of small parks would demonstrate public concern, and could be quite effective.

Spot condemnation of some of the worst housing would be necessary, serving the dual purpose of demolishing hazards and creating desired green space. Owners could be encouraged to improve their housing by the initiation of a FACE program, especially in concert with a comprehensive public improvement program to upgrade the environment. In addition to creating small parks, the City could do more to landscape the streets and restore public facilities to good condition.

Rental housing is a special problem in this neighborhood. Strict code enforcement would be helpful, but it seems unlikely that absentee and even resident landlords could be

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sufficiently encouraged to improve their property until owners and/or the City can be persuaded to take the first step; in any case, many such owners lack the financial wherewithal to maintain their properties, without significant public assistance. Public acquisition and rehabilitation of some of the worst housing appears necessary.

While the Outer Sunset is better maintained than the Mission/Florida neighborhood, it nonetheless evidences some decline. Much of its housing would benefit by repairs, and there is the danger that serious deterioration may begin to characterize the neighborhood. The City has an opportunity to prevent this, to restore resident confidence, with a minimum investment.

The issues that particularly disturb the residents of this neighborhood are its stark appearance, unnecessary traffic, and poor street cleaning service. Hence, street planting, the exclusion of through traffic, and improved street cleaning should go far to prevent severe decay.

Fourth Priority Areas - Fourth priority should go to neighborhoods of widespread blight. The social reconnaissances indicated that these were the Western Addition and the parts of the Mission typified by the Alabama Street sample block. An important distinction, however, should be noted between these two. In the former, residents feel some hope about the future, while in the latter the attitudes are almost totally negative. This suggests a sub-priority in which the Western Addition would slightly outrank the Mission/Alabama neighborhood in terms of early firm action.

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People in the Western Addition are caught in a dilemma not uncommon to rental districts. While basically committed to their neighborhood, they would like to see certain improvements made. They realize, however, that any substantial up-grading of the neighborhood would cause rents to rise, and force many of the present residents to move. It is for this reason, parenthetically, that they are of two minds about the Western Addition Redevelopment Project that is currently being undertaken. While welcoming the improvement it will mean, they fear it will bring about general rent increases which will force them to move to another less attractive neighborhood.

Meanwhile, this Project has created a problem of immediate and considerable concern to some residents. A number of buildings condemned by the San Francisco Redevelopment Agency were vacated, only to be re-occupied by drifters and other similarly uprooted people. Accordingly, residents who live near these abandoned buildings are alarmed about their safety as long as this problem population is attracted to the neighborhood. Select demolition or formal re-occupancy should be undertaken without further delay. In the case of demolition, vacant spaces thus created should be cleared and at least planted over until Project construction can begin.

Throughout the neighborhood, residents are also worried about dangerous intersections, and dislike the presence of junked cars on the streets and the lack of street planting. Remedies

for these are simple and obvious. Unfortunately, the same cannot be said about the problem of over-riding importance: how to encourage owners to maintain their property at a higher level without raising rents and forcing the dislocation of many families. Rent supplements offer a partial answer.

In the Mission/Alabama neighborhood, residents are bitterly discouraged. Given freedom of choice, they would like to move, not just out of the neighborhood, but out of the City as well. So low is morale, and so blighted the neighborhood that unfortunately it will probably take more than a modest amount of public investment to stimulate private investment. What this neighborhood most needs is a widespread public rehabilitation program. But short of that, the City should remedy some of the most offensive aspects of the environment. The frustrations at being trapped in the neighborhood seem to have made the residents especially aware of environmental deficiencies. Hence, limited public investment might prove more fruitful than would seem the case at first glance.

Residents want cleaner streets, adequate traffic controls both to increase safety and reduce noise, and strict policing to keep cars from parking on the sidewalks. In addition, they want more attractively landscaped and better supervised parks. They would also like more small parks or other places for small children to play with adequate supervision. Such small parks would lend themselves to surveillance by parents on a cooperative or neighborhood basis.

OTHER CONSIDERATIONS: Some of the neighborhoods surveyed are so well maintained that they do not appear to require major public intervention, at least compared with other neighborhoods; however, these neighborhoods offer opportunities to take either preventive or supportive public action at this time,

Sunset/Parkside is a district of stable homeownership, into which Oriental families are moving. It is a neighborhood in which the beginnings of deterioration can be prevented by modest amounts of public investment. The other neighborhoods surveyed, Presidio Heights, Richmond, Inner Sunset, Noe Valley, and Portola, all enjoy a relatively high quality of environment and high maintenance levels. Here, select public investment designed to improve the environment might accelerate private investment and further enhance these neighborhoods. At the same time, urban design assistance and controls could be established to prevent the existing level of amenities from being reduced.

The first part of the report deals with the general situation of the country and the progress of the work during the year. It is followed by a detailed account of the various projects and the results achieved. The report concludes with a summary of the work done and a list of the names of the persons who have taken part in it.

The second part of the report deals with the financial situation of the country and the progress of the work during the year. It is followed by a detailed account of the various projects and the results achieved. The report concludes with a summary of the work done and a list of the names of the persons who have taken part in it.

SUMMARY OF SOCIAL RECONNAISSANCE SURVEY

The social reconnaissances sought the opinion of residents with respect to a variety of environmental factors. Resident perceptions of environmental quality, their use of public facilities, and their perception of and satisfaction with change, were among the attitudes surveyed. Basically, however, the thrust of the survey was to determine how well the City, and more specifically, their neighborhood, works for them.

Five of these neighborhoods are predominantly owner-occupied: Bernal Heights, Portola, Excelsior, Ocean View and Sunset/Parkside. Five are neighborhoods characterized by mixed owner and renter occupancy: Richmond, Presidio Heights, Inner Sunset, Noe Valley, and a part of the Mission (Florida Street). An additional three are predominantly renter-occupied: Outer Sunset, Western Addition, and another part of the Mission (Alabama Street). Detailed open-ended interviews with residents of each of these thirteen neighborhoods on environmental conditions were conducted having urban design implications.

PERCEPTIONS COMMON TO SIMILAR AREAS: The results of the social reconnaissance survey indicate that the attitudes residents have toward their neighborhoods are shaped to a large degree by whether they are homeowners or renters, as well as

The social responsibility of the physician is a subject which has been discussed in many different ways. It is a subject which is of increasing importance in these times of social change and social unrest. The physician is not only a healer of the sick, but he is also a member of the community. He is responsible for the health of the community as a whole, and for the health of the individual members of the community. He is responsible for the prevention of disease, for the early diagnosis and treatment of disease, and for the rehabilitation of the sick. He is responsible for the education of the public in matters of health and hygiene, and for the promotion of the health of the community as a whole.

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how able they are to move. Income, family size, age, and -- of course -- race are all major considerations in this regard. Thus, clear patterns of perceptions emerged in the various neighborhoods surveyed, according to the dominant tenure characteristics of the residents. For this reason, three types of neighborhoods were delineated: homeowner areas; renter areas; and areas of mixed tenure.

Homeowner Areas: Given a reasonably pleasant environment, the manageability of social change is clearly the key to the attitudes of homeowners in neighborhoods characterized by single-family dwellings. Resident-owners tend to be most dissatisfied with situations of rapid change, and relatively well satisfied in situations in which change is slow -- or at least -- occurs at a rate which they can assimilate in social terms.

Of the five homeowner areas surveyed, shown in Exhibit 1, Sunset/Parkside is alone characterized by above average incomes; the other four areas, Portola, Bernal Heights, Ocean View, and Excelsior, can be characterized by lower than average incomes. The population of Sunset/Parkside is relatively stable, and therefore the little social change that has occurred appears to have caused no difficulties. Its residents are for the most part satisfied with their environment, though they feel that houses and yards are not as well maintained as they have been in the past. A degree of apprehension was expressed over the fact that new residents are beginning to move in, and that some houses are now being rented.

The other four homeowner areas, Portola, Bernal Heights, Ocean View, and Excelsior, are racially or ethnically mixed, and incomes are similarly modest. The essential distinction among them is their relative rates of social change. In Portola, where the change has been the most gradual, feelings about the area are positive for the most part. In Bernal Heights and Ocean View, where change has been more rapid, attitudes are divided. A partial reason for this division may revolve about the fact that the population mix appears to have now stabilized. Although residents in these two areas generally express satisfaction, opinion is split over the question of whether or not their areas are now worse than before. In Excelsior, where change is rapidly occurring, attitudes are generally negative.

Renter Areas: In the Outer Sunset, Western Addition and Mission/Alabama Street areas, shown in Exhibit 2, it is the strikingly poor environment that most concerns the residents. This is particularly true of the Western Addition and Mission/Alabama areas. Concern and frustration are felt the more keenly by those who are unable to move away and feel trapped. These residents are distressed by physical conditions such as the debris of their neighborhoods, as well as by the frequency and noise of motor vehicles. They wish landlords could be forced to maintain their property in decent condition, and wish that rents could be controlled.

Mixed Tenure Areas: Location and the quality of neighborhood environment are of primary importance to the residents in the Noe Valley, Presidio Heights, Richmond, Inner Sunset, and

PACIFIC OCEAN

SAN FRANCISCO BAY

WESTERN ADDITION
Hadden Gate

OUTER SUNSET
H 47th AVE.

MISSION DISTRICT
H Alabama



THREE AREAS OF PREDOMINANT RENTER OCCUPANCY

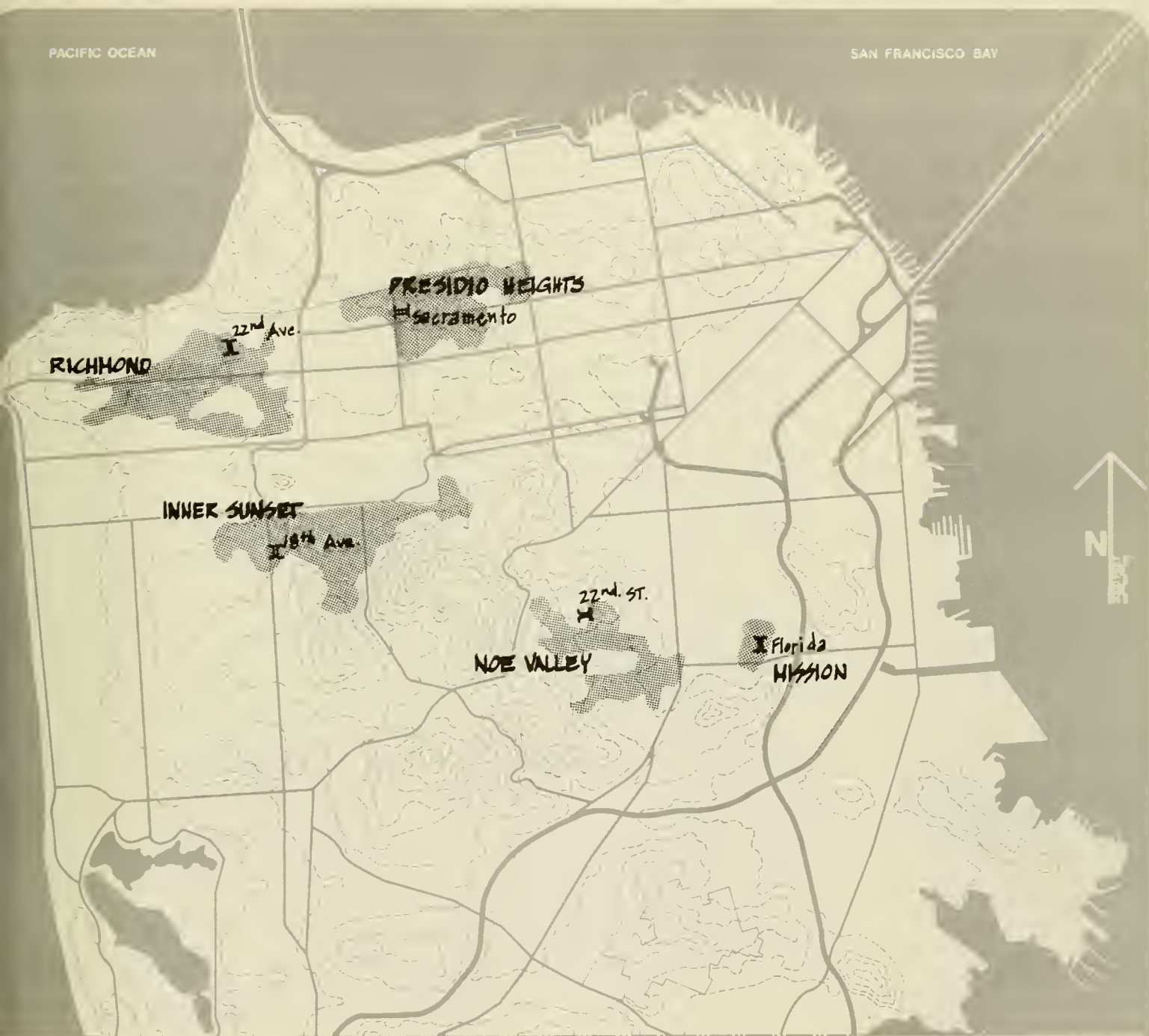
H Survey Sample Block (Intensive Interviews)

Mission/Florida Street areas; these areas are shown in Exhibit 3. With the exception of the Mission/Florida area, most of the people enjoy incomes which allow them to exercise a reasonable choice with regard to neighborhood of residence, and for the most part they are satisfied.

Hence, in suggesting improvements, the residents convey little sense of urgency. Improvements typically desired focus on beautification. More street trees, the undergrounding of utility wires, and improved street cleaning services are illustrative of desired improvements. Only in the Mission/Florida area are residents keenly distressed with their environment. Residents of the Inner Sunset and the Richmond express mild approval of their areas, while those in Noe Valley and Presidio Heights are generally well pleased with their residential choices. More than any others in the survey, the residents of these latter two areas are aware of the problems of the City as a whole. Indeed, many are more concerned about such global issues as education recreation, poverty, and race, than with the relatively parochial issues of neighborhood condition.

PACIFIC OCEAN

SAN FRANCISCO BAY



FIVE AREAS OF MIXED TENURE

⌘ Survey Sample Block (Intensive Interviews)

IMPORTANT PHYSICAL AND SOCIAL CHARACTERISTICS: Asked which three physical environmental characteristics were most important to them, most residents indicated that unsafe intersections, poorly maintained houses and yards, and the absence of nearby small parks or places to sit were the issues of greatest importance. Secondly, they were concerned about the poor maintenance of street pavements, inadequate street lighting, non-existent street planting, the unattractiveness of streets and buildings, and the absence of underground utility wires. Issues of least importance concerned the inadequacy of side-yards and setbacks.

Interesting variations in these general findings appear in the various areas. Residents in renter areas are less concerned than are homeowners with certain matters governing the esthetics of the neighborhood, such as the inadequacy of maintenance and street planting, or the absence of underground utilities. Instead, the inadequacy of off-street parking looms as an issue of considerable importance. This, of course, is partially attributable to the fact of lower densities in homeowner areas, and the greater likelihood of off-street parking than in older renter areas. Of less interest in homeowner areas than elsewhere is the importance of nearby parks and quiet sitting places. And in areas of mixed occupancy, residents are considerably less concerned with inadequate street pavement maintenance than are other residents.

There is more unanimity on the subject of desirable social characteristics. Almost everyone would like to have as neighbors residents who maintain their property, mind their own

business, and are easy to get along with. Many would also like to have their friends live nearby. In short, they generally express a desire for an enhanced sense of neighborhood continuity.

AREA SUMMARIES: Perceptions held by almost everyone interviewed, and those that were common to the various types of areas have been summarized above. Each area has, of course, its own characteristics, problems, and perceptions. These are highlighted in the following pages. The homeowner areas include the following: Portola, Excelsior, Ocean View, Bernal Heights, and Sunset/Parkside. The renter areas include the Western Addition, Outer Sunset, and Mission/Alabama Street. The areas of mixed tenure include Noe Valley, Presidio Heights, Richmond, Inner Sunset, and Mission/Florida Street.

PORTOLA

Madison

SILLIMAN - FELTON



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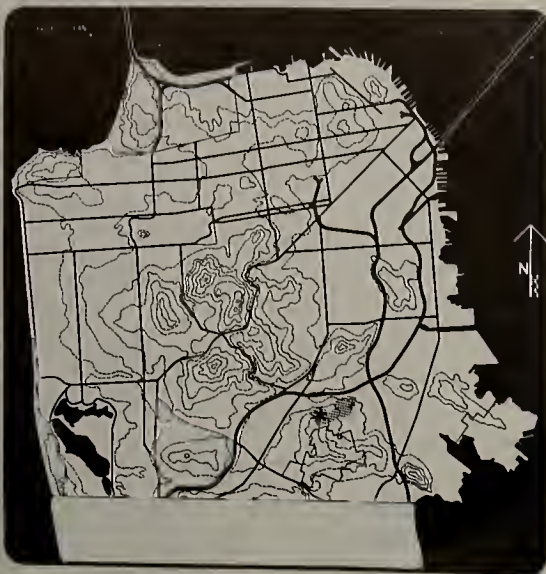
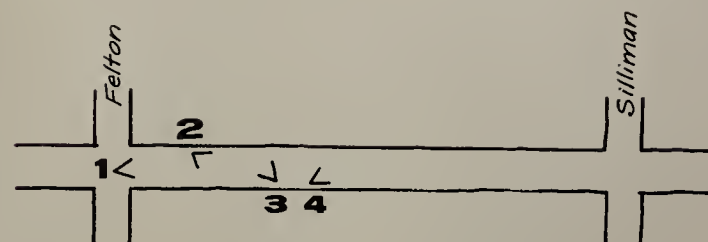


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HOMEOWNER AREA

Madison

SILLIMAN - FELTON



EXCELSIOR

Naples

RUSSIA - FRANCE

For sample purposes by Madison
on, is a pleasant neighborhood

Some have front yards, which
the neighborhood, and most are

and most family incomes range

as a stable population, with

Chicanos. Most adults are

have completed high school.

two or three members. The

reflects its residents' feel-

but many complained about

services and recreation

to the sample street is

which at best is a long walk

climb uphill. As for recrea-

HOMEOWNER AREA

its present condition -- does

they sorely desired supervised

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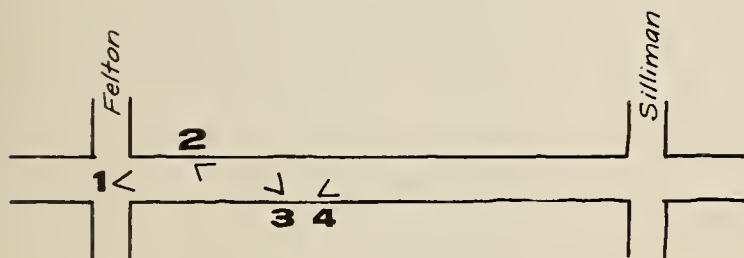
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Madi

Homeowner Area

The Portola area, characterized for sample purposes by Madison Street, between Silliman and Felton, is a pleasant neighborhood of modest, single-family houses. Some have front yards, which lend a sense of landscaping to the neighborhood, and most are well-maintained.

Its residents are working class, and most family incomes range between \$4,000 and \$6,000. It has a stable population, with a mixture of whites, blacks, and Chicanos. Most adults are in their forties and fifties; few have completed high school. Most households consisted of only two or three members. The appearance of the neighborhood reflects its residents' feelings. In short, they like it. But many complained about inadequate public transportation services and recreation facilities. The bus stop closest to the sample street is five blocks away and downhill, which at best is a long walk and on the return means a long climb uphill. As for recreation, nearby McLaren Park -- in its present condition -- does not serve Portola's residents. They sorely desired supervised playgrounds within safe walking distance for their children. Teen-agers need a supervised recreation center, playgrounds, clubs, and a swimming pool. Adults generally, and the elderly in particular, need public places to which they can go for casual visits between neighbors.



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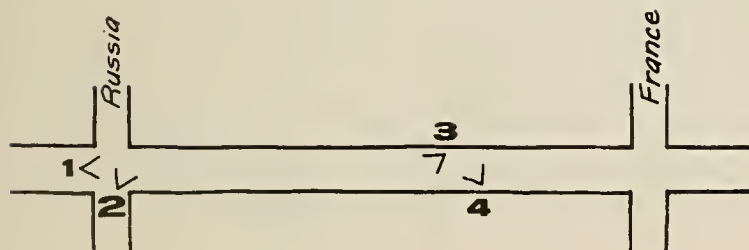
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Naples

RUSSIA - FRANCE

Homeowner Area

The Excelsior district, characterized by Naples Street, between Russia and France, resembles the Portola area; however, the level of maintenance is lower, and there is no sense of nature along the stark streets. Its residents are much like those in Portola too, except that they tend to have slightly less skilled jobs and lower incomes.

But there is one difference that is critical. Tension or suspicion characterize their feelings. In recent years, Spanish-speaking families have been moving into the neighborhood, now comprising perhaps a third of the population. As more arrive, the long-established residents feel increasingly uneasy. It is noteworthy that even the recently-arrived Chicanos shared the tension and suspicion of their long-time neighbors. This is illustrated by the fact that almost none of the Chicano residents in the interview sample agreed to be interviewed, despite the use of a Latin-American interviewer.

Among the long-time Anglo residents, a pervading sense of pessimism and helplessness is striking. They think that their area is going downhill, that they cannot do anything themselves to save it, and that no one else cares. In particular, they feel neglected by the City. For the most part, they do not attribute the decline of their area to the new neighbors, but rather to increasing rates of crime and vandalism from outside.

They do not expect to move away to avoid this problem, and -- in fact may not be able to afford to do so in any case. They do, however, very much wish that the City would do something about these issues that disturb them.

OCEAN VIEW

Farallones

CAPITOL - PLYMOUTH



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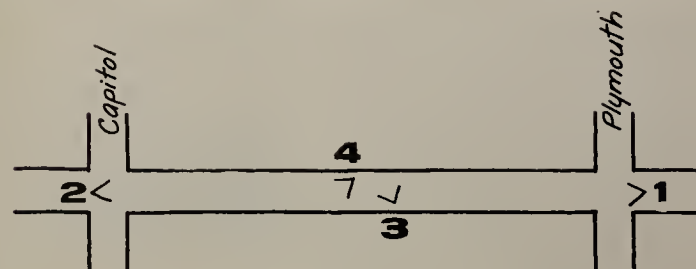


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HOMEOWNER AREA



Farallones

CAPITOL - PLYMOUTH

Homeowner Area

The sample block between Capitol and Plymouth, Farallones Street, generally characterizes the Ocean View area. It is not outstanding in appearance. There is little sense of nature. Maintenance is not high. Family incomes are about average. This is an area that has become largely black in recent years.

Residents are basically satisfied with their neighborhood and their neighbors, although everyone is unhappy about the low level of property maintenance. There is, however, little pessimism. Its residents feel rather vaguely that their neighbors share their concerns and that together they ought to be able to "do something," although no one is quite sure what ought to be done.

There is a wide recognition and unanimity that neighborhood recreation programs require improvement. Suggestions range over the full spectrum, from improved supervision of the nearby children's playground, through more facilities for teen-agers, to special classes and recreation programs for adults and the elderly. Interestingly, although there is also a widespread concern over vandalism and traffic, few residents desire expanded police services.

BERNAL HEIGHTS

Folsom

TOMKINS - OGDEN



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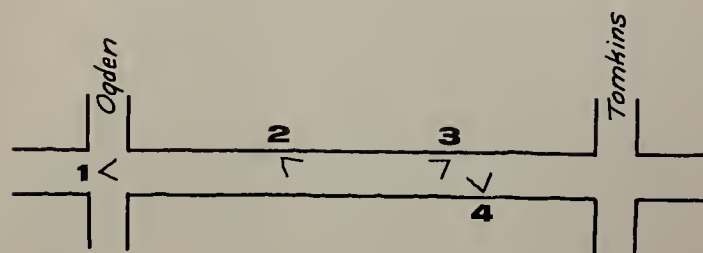


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HOMEOWNER AREA



Folsom

TOMKINS - OGDEN

Homeowner Area

The Bernal Heights area may be characterized by Folsom Street, between Tomkins and Ogden. It is an area of single-family houses in generally deteriorating condition. This section of Bernal Heights enjoys little in the way of a sense of nature. The area is racially mixed; black, white, and Chicano. Its residents have the feeling that the population has now stabilized, after a decade of change. Family incomes are about average, and most adults have at least a high school education. Most work at skilled and semi-skilled jobs.

Just as its residents are diverse, so are their perceptions of the area. If some feel their neighborhood is getting worse, just as many sense no change. Those who have negative feelings attribute the decline to increased crime and poor property maintenance.

Although most residents believe there is little common concern about the area among their neighbors, many differ with this opinion. Even the more optimistic, however, have few ideas about what the residents themselves could do to improve Bernal Heights. Nor is there a consensus with regard to action the City ought to take. In spite of a rather strong feeling that crime is growing, very few people in Bernal Heights appear to believe that more police are needed. Believing that teen-agers are responsible for the crime and vandalism, some residents think that more recreational facilities or better education are, however, sorely needed.

SUNSET/PARKSIDE

23rd Ave.
ULLOA - VICENTE



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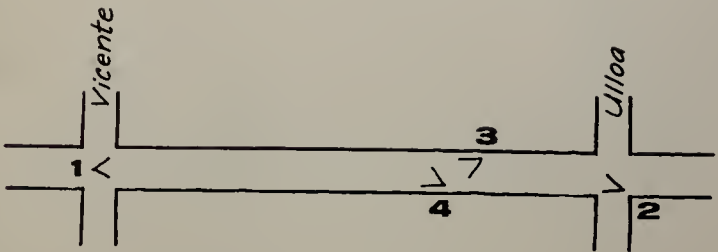


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HOMEOWNER AREA



23rd Ave. ULLOA - VICENTE

Homeowner Area

The sample block between Ulloa and Vicente, 23rd Avenue, characterizes the Sunset/Parkside area. It is an area of well-maintained single-family houses, although it enjoys little sense of nature.

What has been a very stable and homogeneous population is now beginning to show signs of change. For years, this has been a white middle-class area; its residents have been people in managerial and professional occupations. Incomes are well above average. Now a trickle of Oriental families is entering the area. A few owners are also moving, partially because of age, and renting their houses.

Residents are generally pleased with the area. Homeowners, however, are a little jittery about the houses that are now being rented. The common fear is that rented property would be allowed to deteriorate.

There is little sense of community in the Sunset/Parkside area. It is noteworthy that its residents believe that if any problems develop, that they can also solve them. In their minds, problems are characterized by deterioration in the appearance of their neighborhood.

Consistent with the diminished sense of community is a general attitude of suspicion. Interviewers found that many residents, if they opened their door to strangers at all, left the chain in place, and many refused to give interviews. This suspicion expressed itself also as a broad concern for personal safety, and the widespread desire for more police protection.

WESTERN ADDITION

Golden Gate

PIERCE - SCOTT



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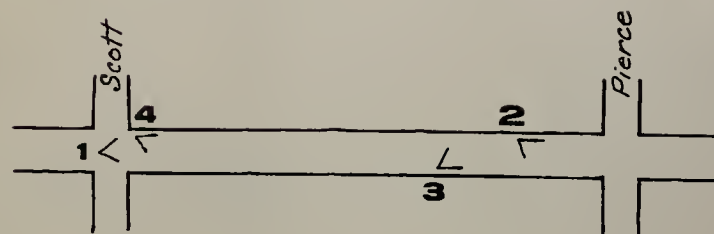
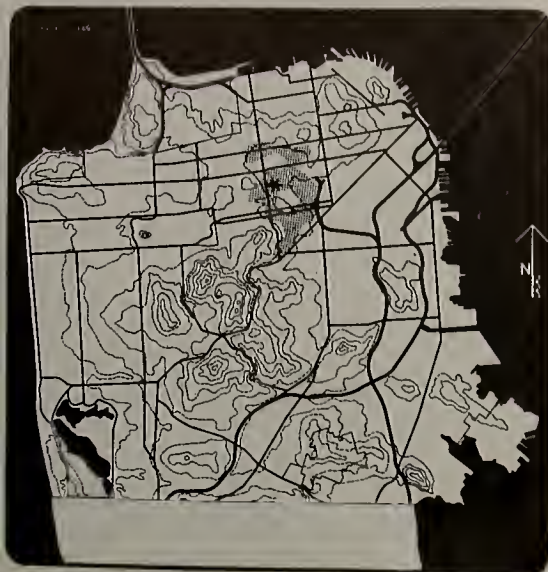


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RENTER AREA



Golden Gate

PIERCE - SCOTT

Renter Area

The sample block of the Western Addition is Golden Gate Avenue, between Pierce and Scott. For some years one of the most blighted parts of the City, it is now undergoing slow, if halting, private rehabilitation. Urban renewal treatment is planned. Most of the flats and apartments are old, shabby, and in need of repairs. There is little sense of nature in the area.

Almost all its residents are black, and have incomes not far different from the City average. Those who were interviewed held skilled and semi-skilled jobs. Most of the young adults had attended college.

Its residents express a general feeling of satisfaction with the area, largely because of expectations of urban renewal. But they wished there were a way to force landlords to take better care of its buildings, without raising the rents. In any case, there is a widely-held view that the City should either force condemnation or force maintenance. Residents feel strongly the need for more attractive low-cost housing of a non-project nature, and wish something would be done to make the streets look better.

But the immediate problem in this neighborhood is the buildings that have been abandoned in the face of planned urban renewal. Insofar as these buildings harbor drunks and addicts, residents are deeply concerned that their whole community is threatened. Accordingly, early demolition and redevelopment, or rehabilitation is earnestly desired.

WESTERN ADDITION

Golden Gate

PIERCE - SCOTT



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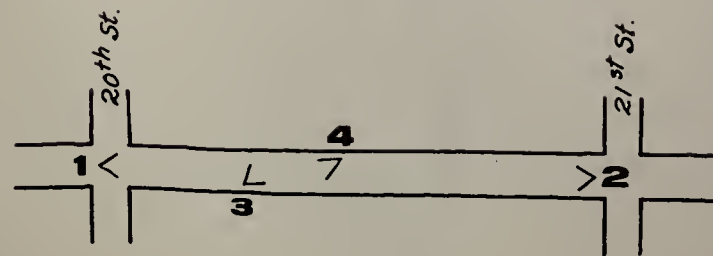
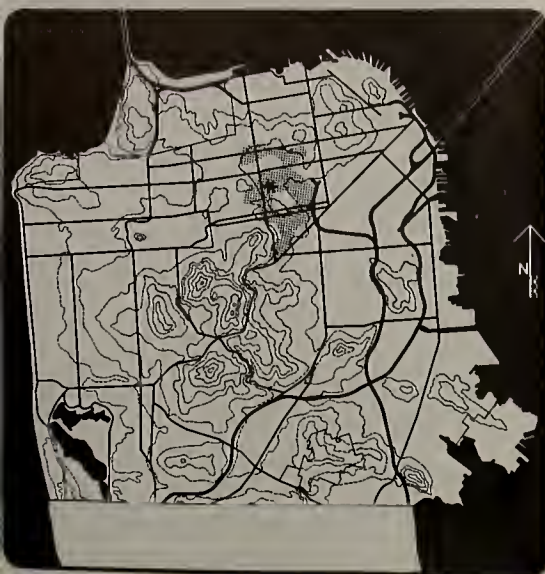


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RENTER AREA



Alabama

20TH ST. - 21ST ST.

Renter Area

The Mission/Alabama sample block lies between 20th and 21st, on Alabama Street. It is a badly deteriorated area, characterized by relatively high densities. It contains a great many apartment houses and flats, and a few single-family houses. Streets are littered and lack any sense of nature.

Residents are primarily Spanish-speaking, with incomes below the City average. Those who work have blue-collar or clerical jobs; high unemployment is self-evident. Among those interviewed, only one adult had completed high school.

Its residents are so distressed with the area that most would like to leave the City completely. But they do not have that choice. Many cannot afford to live elsewhere, and some -- apparently preferring a Spanish-speaking community -- indicate that this is the best available to them.

They complain about dirt in the streets, broken bottles, garbage, noisy traffic. They feel that crime and delinquency, especially drug use, are increasing, and are especially alarmed over teen-age behavior. They want more police protection and supervised playgrounds for their children. While they worry about teen-agers, many feel that more recreational facilities should be provided for them as well.

The residents of the Mission/Alabama area generally desire better housing and landscaping. But the more fundamental

level of concern is clearly expressed in the desire for additional fire-call boxes and hydrants, improved police protection, and better street lighting. The simplicity of their threshold needs is especially characterized by their desire for more nearby public telephones.

OUTER SUNSET

47th Ave.

JUDAH - IRVING



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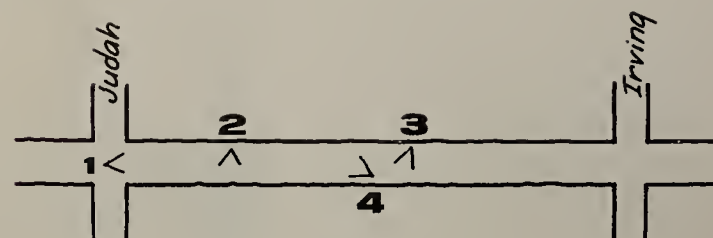


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RENTER AREA



47th Ave.

JUDAH - IRVING



Renter Area

The Outer Sunset, which is characterized for survey purposes by 47th Avenue, between Judah and Irving, is an area of single-family houses and flats. Maintenance is poor to fair; the area enjoys little sense of nature. With an increase of nearly 400 residential units in the past decade throughout the area, this has been one of the City's important districts of residential growth areas.

Its residents are largely white, with a scattering of Orientals, Negroes, and Spanish-speaking families. Income levels vary, though most are close to the City average, and occupations are both blue and white-collar.

In recent years, the Outer Sunset has become rather popular among students and young people who live rather contemporary existences. Their influx still causes some uneasiness among some of the resident homeowners. Nonetheless, residents reflecting quite different life styles seem to tolerate each other well, and there is a general feeling of satisfaction within the area. Residents like its quiet and safety, as well as its convenient access to parks, beaches, and schools.

But if there is mutual tolerance, there is also little apparent sense of community. Few of its residents harbor the notion that the people who live in the Outer Sunset might share a common concern or interest in the area. Nor is there a clear majority opinion about what the City should do, though many

residents do think that the neighborhood would be more pleasant if abandoned cars were removed, and trees and flowers planted along the streets. On just one subject is there general agreement, however. It is an almost universally-felt need for more community recreation facilities for all age groups. This despite the proximity of the area to Golden Gate Park and the ocean.

NOE VALLEY

22nd St.

NOE - CASTRO



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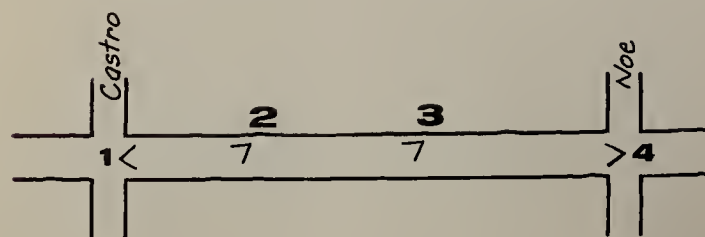


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MIXED TENURE AREA



22nd St.

NOE - CASTRO

Mixed Tenure Area

For purposes of the survey, Noe Valley is characterized by the sample block of 22nd Street, between Noe and Castro. It is an area of both single-dwellings and flats with a generally good level of maintenance. It does, however, suffer a poor sense of nature.

The people who live in Noe Valley are generally heterogeneous. There are hippies and the retired elderly, working clerks and machinists, waiters and teachers. Incomes range from below the City average to somewhat above the average. Most of its residents are white, but substantial numbers of blacks, Orientals and Chicanos are scattered throughout the area. If there is a common characteristic, it is the relatively high level of education. Most adults have completed at least two years of college.

Perceptions of the area are also extremely varied, so much so that valid generalizations are difficult. For one reason or another, its residents like the area. The closest thing to a consensus was the pleasure many expressed in the wide variety of its residents and their life styles.

A few think the City ought to improve police protection, a few deplore the poor garbage service, a few think the streets should be kept cleaner, and a few would like to see street trees planted. Some think that playgrounds or small parks are sorely needed.

This is an area which would be particularly susceptible to a demonstration of what a community could accomplish, given the initiative of highly localized control of public improvements and services.

PRESIDIO HEIGHTS

Sacramento

CHERRY - ARGUELLO



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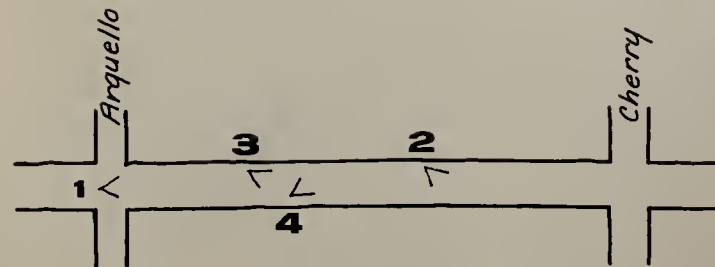
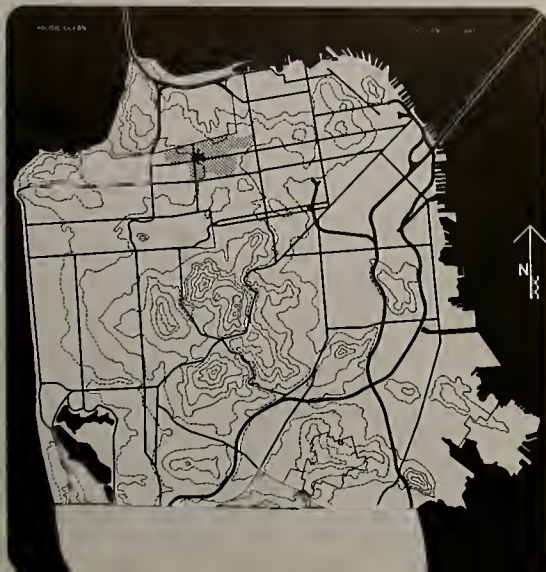


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MIXED TENURE AREA



Sacramento CHERRY - ARGUELLO

Mixed Tenure Area

Sacramento Street, between Cherry and Arguello, was selected to represent Presidio Heights. It is an area of well-maintained, imposing single-family houses, flats, and apartment buildings. Utilities are underground, at least in parts of the area, and there is a pleasant sense of nature.

Residents are pleased with their environment, but differ considerably in their perceptions of change. If some think the area is getting better, just as many think it is getting worse. There is a general feeling that the recently constructed nearby medical center will increase the demand for transient rental units, which in turn may cause the demolition or deterioration of many of the large one and two-family houses. It is the extent to which people deplore this possibility, and its impact on population density and quality of maintenance, that causes them to think the neighborhood is getting worse.

In spite of the general high quality of the environment, residents express a need for more street lighting, better street maintenance, more and better traffic controls, and improved public transportation. Facilities for children are regarded as adequate, although not entirely safe. Many people believe that teen-agers need more facilities.

RICHMOND

22nd Ave.

CALIFORNIA -
CLEMENT



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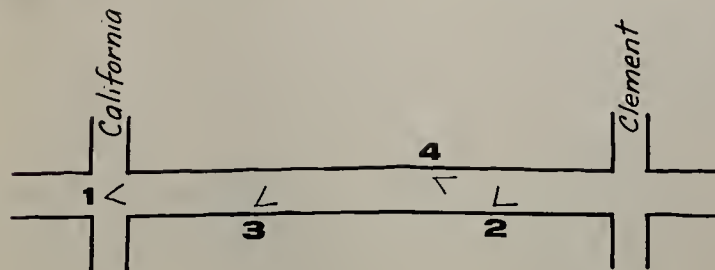
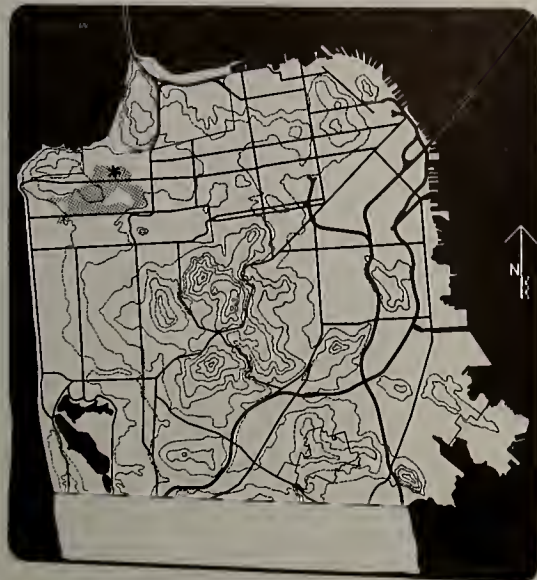


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MIXED TENURE AREA



22nd Ave. CALIFORNIA - CLEMENT

Mixed Tenure Area

Twenty-second Avenue, between California and Clement, characterizes the Richmond district. It is an area of rather stark streets. Nonetheless, it is also characterized by clean, well-maintained houses, flats, and apartments. There has been a good deal of demolition and construction during the last decade, with a net increase of approximately 400 units throughout the district.

Although this is not an especially attractive part of town, family incomes are above average. White households predominate, but Orientals are moving into the area. It is noteworthy that despite the use of Oriental interviewers, no Orientals were willing to grant interviews. As a result, all interviews were with white residents of the Richmond district.

Its residents who consented to be interviewed are pleased with the district's location and convenience to parks and other areas of interest to them. Altogether, this pleasure is expressed in terms of only mild approval. Most notable in their attitude is an almost complete lack of a sense of community, which may stem from the fact that the population is a relatively transient one.

Its residents indicate that their problems are dirty streets, inadequate parking, and lack of street planting. Also, they are alarmed over hoodlums who are viewed as coming in from outside the neighborhood. There is, however, no general sense of what the City ought to do to improve conditions. The one subject of agreement is recreation; everyone agreed that teenagers need more facilities.

INNER SUNSET

18th Ave.

KIRKHAM - JUDAH



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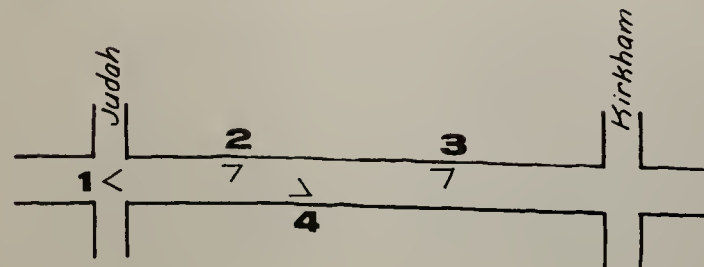
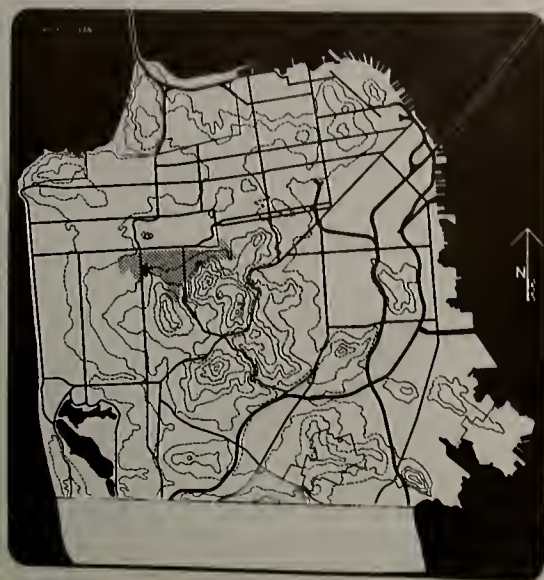


3



4

MIXED TENURE AREA



18th Ave.

KIRKHAM - JUDAH

Mixed Tenure Area

The sample block of 18th Avenue, between Kirkham and Judah, represents the Inner Sunset, and is one of the most rapidly growing residential areas in the City. The last decade has seen a net increase of some 500 residential units throughout the area. Housing types are mixed, but in spite of the many rentals, the population is relatively stable. The area is a pleasant one, with a good sense of nature and well-maintained buildings.

Income and education levels are somewhat above the City average, and occupations are both blue-collar and white-collar. Most of the residents are white, although in recent years there has been a gradual increase of Orientals. Its long-term white residents, however, seemed little concerned with this change. There is also little communication among neighbors, which may dull their awareness of what is going on in the area.

Residents are generally satisfied with the Inner Sunset, and few have the feeling that the City should make any improvements. Some suggest more police, even though they do not regard the neighborhood as unsafe. The strongest consensus supports more recreation facilities for teen-agers.

INNER MISSION

Florida

25TH ST. - 26TH ST.



1



2

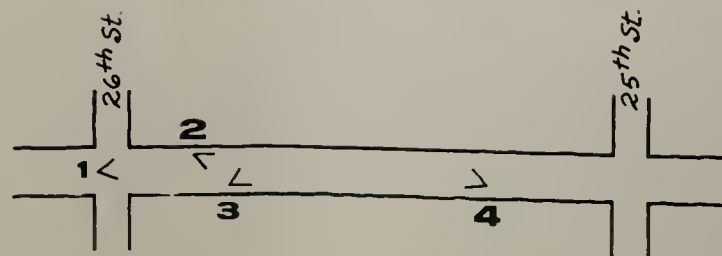


3



4

MIXED TENURE AREA



Florida

25TH ST. - 26TH ST.

Mixed Tenure Area

The Mission/Florida sample block is Florida Street, between 25th and 26th Streets. It is a generally depressing area, with an uneven level of maintenance, no sense of nature, and a general appearance of congestion and litter. It contains a mixture of housing types. Most of its apartment rental units contain no more than four units.

The population is largely Spanish-speaking, with some mixture of Anglos and blacks. Education levels differ considerably. Many Latin-Americans have attended universities, but most occupations are blue-collar and clerical, and most incomes are average and below.

Its residents express a deep feeling of dissatisfaction with the neighborhood, and are universally convinced that everything is getting worse, including crime, fires, teen-agers, noise, maintenance, dirt, and litter. Most of all, they would like the whole area -- streets and parks alike -- cleaned up and made safe.

Accordingly, they think that the City should launch a clean-up campaign, and increase both police protection and park supervision. Not uncommonly, the negative feelings these residents have about their neighborhood extend to the City as a whole; many families would like to move away. In short, the Mission/Florida requires massive public assistance. The promise of such early assistance could serve as a focus around which the community could organize.

APPENDIX

This appendix consists of supportive data and summary information developed during the several stages of the social component of the San Francisco Urban Design Study. Included are abstracts of all previous MKGK reports; environmental quality profiles for all survey areas; a descriptive area matrix and map of environmental quality; descriptions of the methodology used in the social and economic reconnaissance survey; and summary maps derived from these reconnaissances. A copy of the questionnaire used in the social reconnaissance survey is also included.

Part 1: Social Reconnaissance Survey

An analysis of social space in San Francisco, this volume contained a study of 1960 U.S. census data which served as the basis for the selection of the San Francisco neighborhoods appropriate for social reconnaissance survey. In addition to text, the report contains 25 maps showing the distribution of population by major social characteristics, such as race, income level, and education, as well as other significant characteristics.

Part 2: Social Reconnaissance Survey

This volume reports the detailed findings of the social reconnaissance survey, together with an analysis of correlations of resident satisfaction with social and physical characteristics of their environment. It includes photographs and location maps of the thirteen sample blocks.

Parts 3 and 4: Conflicts Between City-Neighborhood Objectives and Social Problem Areas Maps

Parts 3 and 4 were reported together in a single volume. An interpretation of the social reconnaissance survey, Part 3 discusses the need for San Francisco to re-order some of its priorities to emphasize planning for its sub-communities or neighborhoods. The need for a city-wide transportation system relative to the desire of residents for quiet, safe streets in residential areas presents a particularly striking example of

conflicting needs. Part 4 consists of a series of maps showing areas of the City according to quality of maintenance and sense of nature. It also shows correlations of key social characteristics with environmental quality.

Part 5: Economic Reconnaissance Survey

This volume describes the relationship between economic trends in San Francisco and its physical environment, and their effect on social problems. Present trends are projected into the foreseeable future to assess their probable impact on the environment. Particular attention is directed to recent patterns of investment, both public and private, in each of the survey areas. Appropriate maps are included.

Part 6: Conflicts - Social Needs and Economic Objectives

This volume interprets in further detail the results of social and economic surveys in terms of their apparent conflicts, with emphasis on the social costs of achieving economic objectives. The results of the conflicts in each of the survey areas are detailed.

Part 7: Criteria and Priorities for Physical Improvements

This volume synthesizes earlier portions of the study, and details design criteria, priorities, and strategies for identifying and implementing social and economic goals. Special attention is directed to those social and economic goals which can be implemented in the form of physical improvements.

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ENVIRONMENTAL QUALITY PROFILES

As part of the Social Reconnaissance Survey, each resident interviewed was asked to evaluate his neighborhood with respect to a selection of 25 physical characteristics. Interviewees were also asked whether, in their opinions, the characteristic was very important, important, or not important. Finally, interviewees were asked to list the three physical characteristics which they considered most important.

The area ratings with respect to each physical characteristic, combined with the importance attached to each characteristic, provides a profile reflecting perceptions of environmental quality. As such, these profiles provide useful guides for determining appropriate public investment responses in specific survey areas. The following environmental ratings with respect to each physical characteristic are shown in Exhibit 4. In addition, Exhibit 5 shows each physical characteristic according to the number of times each was considered one of the three most important characteristics, by survey area.

HOMEOWNER

AREAS

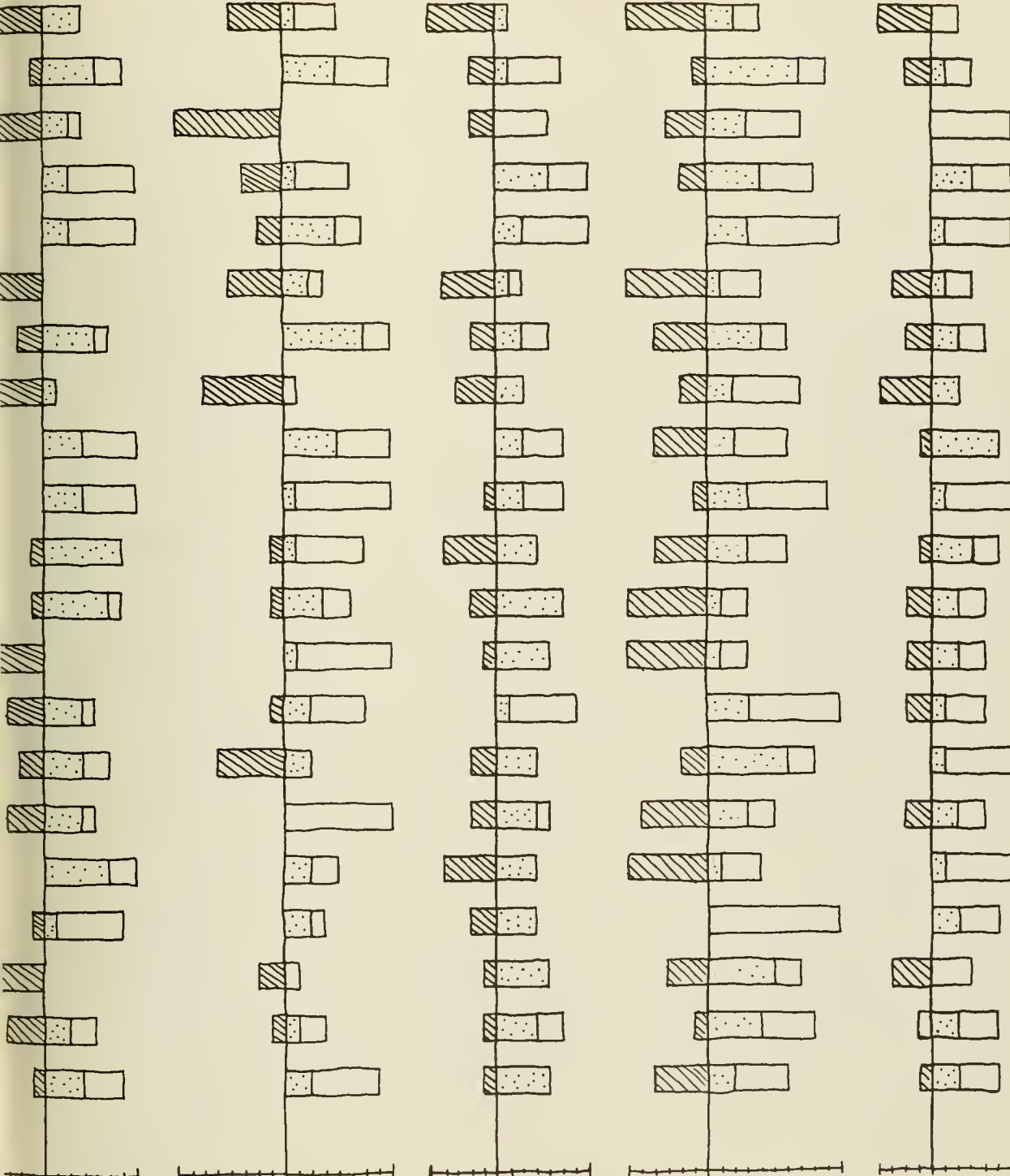
ELSIOR
Naples

PORTOLA
Madison

BERNAL HEIGHTS
Folsom

OCEAN VIEW
Farallones

SUNSET/PARKSIDE
23rd AVE.



Safe intersections

Maintenance of houses & yards

Nearby small parks, places to sit

Maintenance of street pavement

Street lighting

Street trees & other planting

Attractiveness of streets & bldgs.

Underground elec. & phone wires

Climate

Privacy of houses & yards

Off-street parking

On-street parking

Views of City, Bay, Ocean

Individuality of houses

Major parks

Traffic & street noise

Wide streets

Flat streets

Building side-yards

Building setbacks

Noise from children playing

4 responses

Rating: poor fair good

ENVIRONMENTAL QUALITY RATINGS

4a

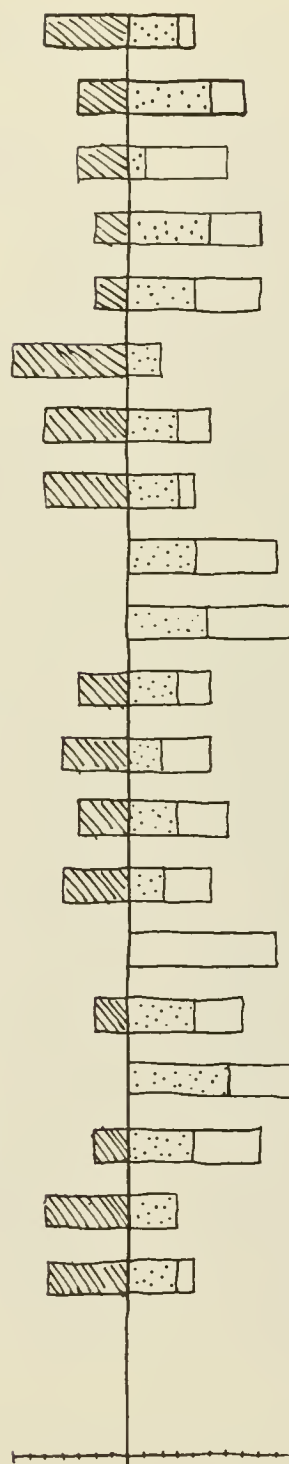
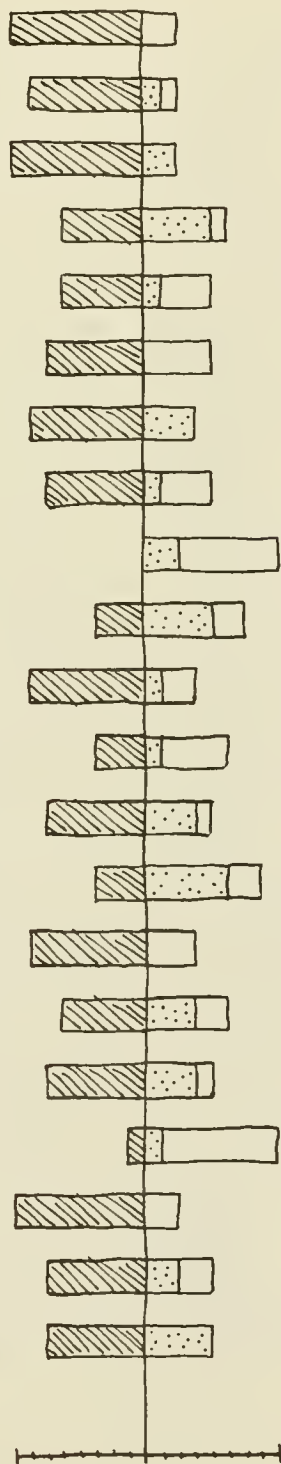
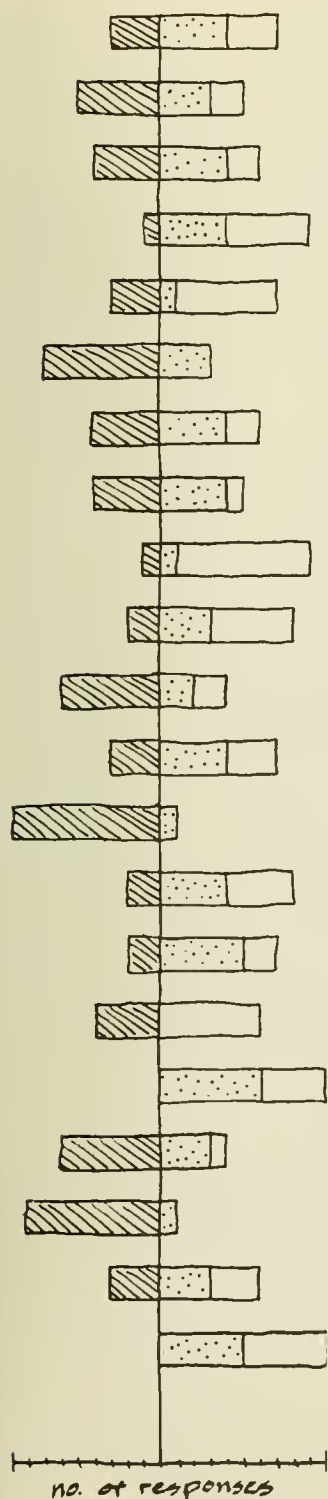
50

RENTER AREAS

WESTERN ADDITION
Golden Gate

MISSION
Alabama

OUTER SUNSET
47th AVE



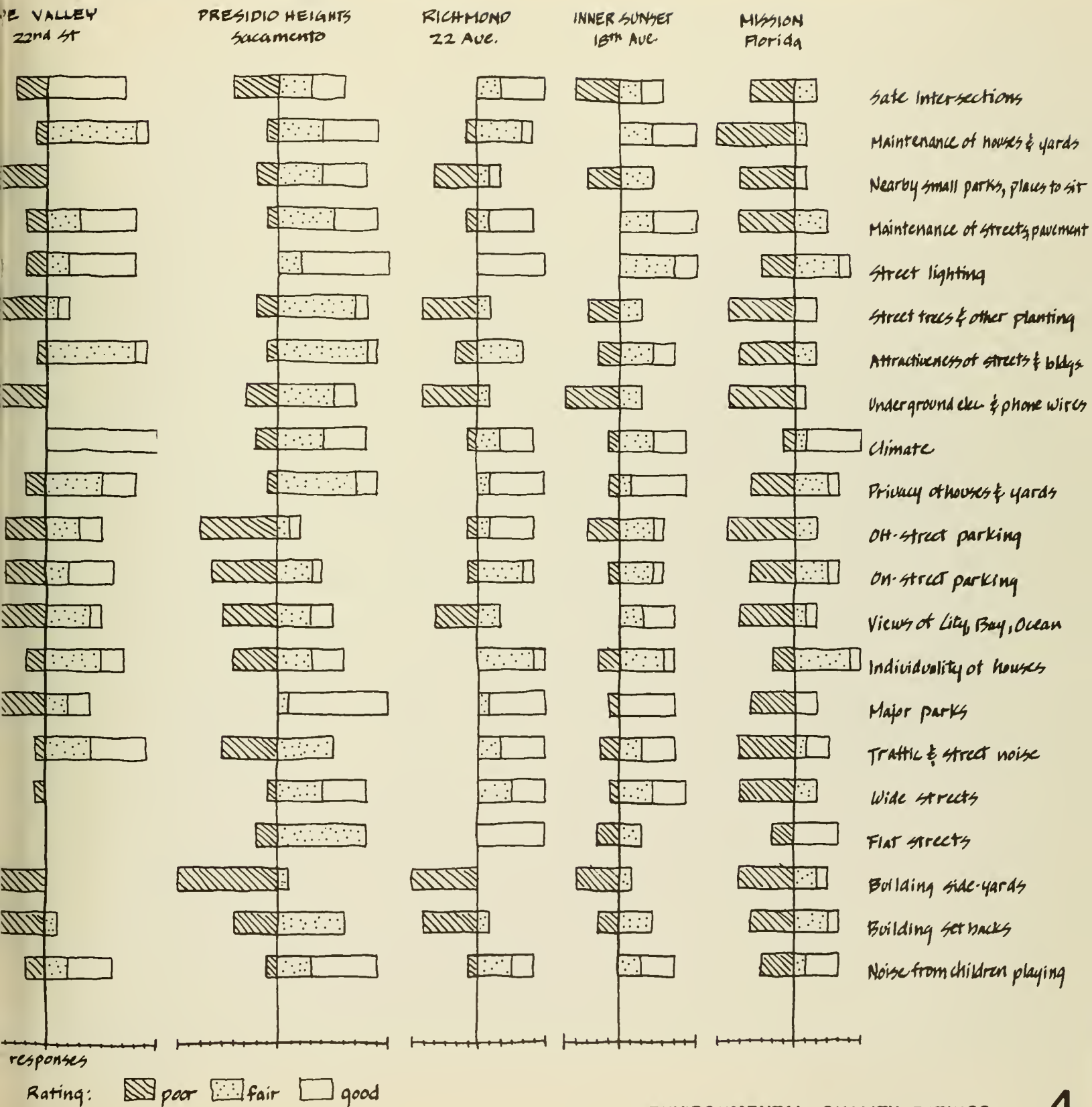
- Safe intersections
- Maintenance of houses & yards
- Nearby small parks, places to sit
- Maintenance of street pavement
- Street lighting
- Street trees & other planting
- Attractiveness of streets & bldgs.
- Underground elec & phone wires
- Climate
- Privacy of houses & yards
- Off-street parking
- On-street parking
- Views of City, Bay, Ocean
- Individuality of houses
- Major parks
- Traffic & street noise
- Wide streets
- Flat streets
- Building side-yards
- Building setbacks
- Noise from children playing

no. of responses

Rating: poor fair good

ENVIRONMENTAL QUALITY RATINGS

MIXED TENURE AREAS



NUMBER OF TIMES MENTIONED AS ONE OF THE THREE MOST IMPORTANT

CHARACTERISTIC	TOTALS ALL AREAS	HOMEOWNER AREAS						RENTER AREAS				MIXED TENURE AREAS					
		Total: FIVE AREAS	Portola	Excelsior	Ocean View	Bernal Heights	Sunset/ Parkside	Total: three Areas	Western Addition	Mission/ AlaVama	Outer Sunset	Total: FIVE AREAS	Noc Valley	Presidio Heights	Richmond	Inner Sunset	Mission/ Florida
Intersections	35	15	3	3	7		2	10	5	1	4	10		2	1	4	3
Space of houses & yards	33	16	5	3	6		2	6	5	1		11	3	1	1	1	5
Small parks, places to sit	31	8	4			3	1	8		6	2	15	5	3	2	3	2
Quality of street pavement	26	10	3	3	3		1	8	4	4		8		3	1	2	2
Street lighting	22	7	4			2	1	6	2	2	2	9	2	4		2	1
Trees & other planting	21	8	1	4	1	2		4	3		1	9	3	4	2		
Cleanliness of streets & bldgs.	19	2			1	1		7	2	3	2	10		4	2	2	2
Round elec & phone wires	18	7	1	3		1	2	2		1	1	9	2		4	1	2
Open space	15	2			1	1		4		1	3	9	4	2	1	1	1
Quality of houses & yards	10	2			2			3	1		2	5	2	1	1	1	
View of City, Bay, Ocean	9	2		1			1					7	2	3		1	1
Diversity of houses	8	1					1	3	1	2		4	3		1		
Street & street noise	8	5	1	1	2		1	2	1	1			1			1	
Street Parking	8	2			1		1	4		4		2	1	1			
Off-Street Parking	7	1			1			2	1		1	4	1	1	1	1	
Neighborhood Parks	7							2			2	5		2	2	1	
Wide streets	6	1				1		4	2	2							
Wide streets	5	2			1	1		3	3								
Large side-yards	3	3	2	1													
Large setbacks	1	1		1													
Protection from children playing	1	1			1												

For purposes of comparison, an over-all index of environmental quality was developed in each survey area, quite apart from the importance of each characteristic. This index is based upon the rating assigned to the area with respect to each of 25 physical characteristics. Responses were weighted in such a way that a score of 100 would indicate that each respondent in the area had judged every physical characteristic there as warranting a "good" rating. The resultant scores for all survey areas are shown in the following table.

The table also shows the rating assigned each sample block by the Department of City Planning in its Quality of Environment Survey. The rating is a composite score based upon the evaluation of eight separate environmental qualities. Each quality was rated as "excellent," "good," "average," "poor," or "bad," as appropriate. The numerical ratings result from the assignment of values of one to five corresponding to evaluations "poor" through "excellent." A block evaluated "excellent" in every respect would receive a score of 40 in the departmental rating.

Since the perception of what constitutes "good" will vary among different population groups, these ratings provide a reliable basis for comparison among areas with similar social characteristics. A grouping of areas according to tenure characteristics results in a high degree of correlation between the two different ratings. These are the result of the MKGK Social Reconnaissance Survey and the Department of City Planning

Quality of Environment Survey. This strongly suggests that environmental ratings, insofar as such ratings are used to evaluate relative degrees of environmental quality among areas with similar populations, can serve as a reliable evaluation technique.

EVALUATION OF ENVIRONMENTAL QUALITY ALL PHYSICAL
CHARACTERISTICS, BY SURVEY AREA

Rank/Order of Survey Areas, by Tenure

<u>Homeowner Areas</u>	<u>Social Reconnaissance Rating (Index of 100)*</u>	<u>Environmental Quality Survey Rating*</u>
Sunset/Parkside	75	32
Portola	72	28
Ocean View	70	24
Excelsior	68	20
Bernal Heights	54	18
 <u>Renter Areas</u>		
Outer Sunset	68	24
Western Addition	68	24
Mission/Alabama	58	15
 <u>Mixed Tenure Areas</u>		
Inner Sunset	71	28
Richmond	67	21
Presidio Heights	66	33
Noe Valley	63	28
Mission/Florida	53	23

*In the Social Reconnaissance Survey, a score of 100 indicates that each respondent had judged each characteristic as "good." In the Environmental Quality Survey, conducted by the Department of City Planning, a block evaluated "excellent" in every respect received a score of 40.

The first of these is the fact that the
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 the fact of the commission of the crime.
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EXHIBIT NO. 1
STATE OF NEW YORK
IN SENATE

JANUARY 1, 1900

The following is a list of the names of the
 members of the Senate of the State of New York
 who were present at the session of the Senate
 held on the 1st day of January, 1900.

Mr. Thompson	1
Mr. Smith	2
Mr. Jones	3
Mr. Brown	4
Mr. White	5
Mr. Black	6
Mr. Green	7

REPORT

Mr. Thompson	1
Mr. Smith	2
Mr. Jones	3
Mr. Brown	4
Mr. White	5
Mr. Black	6
Mr. Green	7

STATE OF NEW YORK

Mr. Thompson	1
Mr. Smith	2
Mr. Jones	3
Mr. Brown	4
Mr. White	5
Mr. Black	6
Mr. Green	7

The following is a list of the names of the
 members of the Senate of the State of New York
 who were present at the session of the Senate
 held on the 1st day of January, 1900.

DESCRIPTIVE AREA MATRIX: Environmental Quality as an Index to Problem Areas

The general goals of community organization and neighborhood conservation tend to be inter-related. The negative perception of social change leads to dissatisfaction with, and a low appraisal of, the physical environment. Conversely, a poor environment may contribute to poor perception of self and lead to diminished achievement and anti-social behavior. In San Francisco, the areas that are characterized by social conflicts lie within the sectors also characterized by the poorest residential environments. There are several types of physical criteria which characterize problem neighborhoods. Primarily, they are three: poor maintenance; diminished neighborhood integrity; and, limited amenity.

City-wide, a high degree of correlation exists between blocks of poor maintenance and blocks characterized by a poor sense of nature. Such a poor sense of nature is described by the absence of landscaping and/or views of natural areas within the block. Thus, it can be concluded that areas which basically lack a sense of nature are also more likely to become poorly maintained. In sum, the occurrence of poor maintenance and poor sense of nature is highly indicative that the areas will be afflicted as well by social problems and social conflicts.

The following Descriptive Area Matrix, shown in Exhibit 6, and Map of Sense of Nature and Maintenance, shown in Exhibit 7, describe the survey areas and the whole City in terms of these combined characteristics.

ENVIRONMENTAL QUALITY

	GOOD SENSE OF NATURE	POOR SENSE OF NATURE
GOOD MAINTENANCE	<p>PRESIDIO HEIGHTS SACRAMENTO</p> <p>INNER SUNSET 18th AVE.</p> <p>PORTOLA Madison</p>	<p>PARKSIDE 23rd AVE.</p> <p>NOE VALLEY 22nd ST</p> <p>OUTER SUNSET 47th AVE</p> <p>MISSION Florida</p> <p>RICHMOND 22nd AVE.</p>
POOR MAINTENANCE	<p>~~~~~</p>	<p>WESTERN ADDITION Golden Gate</p> <p>OCEAN VIEW Farallones</p> <p>EXCELSIOR Naples</p> <p>BERNAL HEIGHTS Folsom</p> <p>MISSION Alabama</p>



ENVIRONMENTAL QUALITY: MAINTENANCE AND SENSE OF NATURE



Poor sense of nature
Poor maintenance



Poor sense of nature
Good maintenance



Good sense of nature
Poor maintenance



Good sense of nature
Good maintenance

METHODOLOGY - SOCIAL RECONNAISSANCE SURVEY

As a preliminary to conducting the Social Reconnaissance Survey, the following social characteristics from the 1960 U.S. Census were examined: (1) occupation; (2) education; (3) race and ethnic background; (4) national origin; (5) income; (6) tenure; (7) residential mobility; and (8) age. The objective was to discover significant broad social patterns in the City -- what kind of people live in which sectors -- and avoid the welter of detail that inhibits the usefulness of data for planning purposes.

As a first step, each census tract was rated "high" or "low" in relation to the City average for each characteristic. The results were mapped individually for each one. Then, with the use of overlays, the full array of possible combinations was tested, in pairs and triads of characteristics. The significant patterns of correlation that appeared in this process were mapped, providing San Francisco with its first City-wide "social space" analysis; this analysis is summarized in Exhibits 8, 9, and 10.

The results also became the primary, though not exclusive, basis for delineating the areas in which to interview residents. One of the most striking patterns that emerged was the geographic distribution of people according to tenure, degree of mobility, and level of income. These characteristics are particularly appropriate stratifiers for purposes of seeking

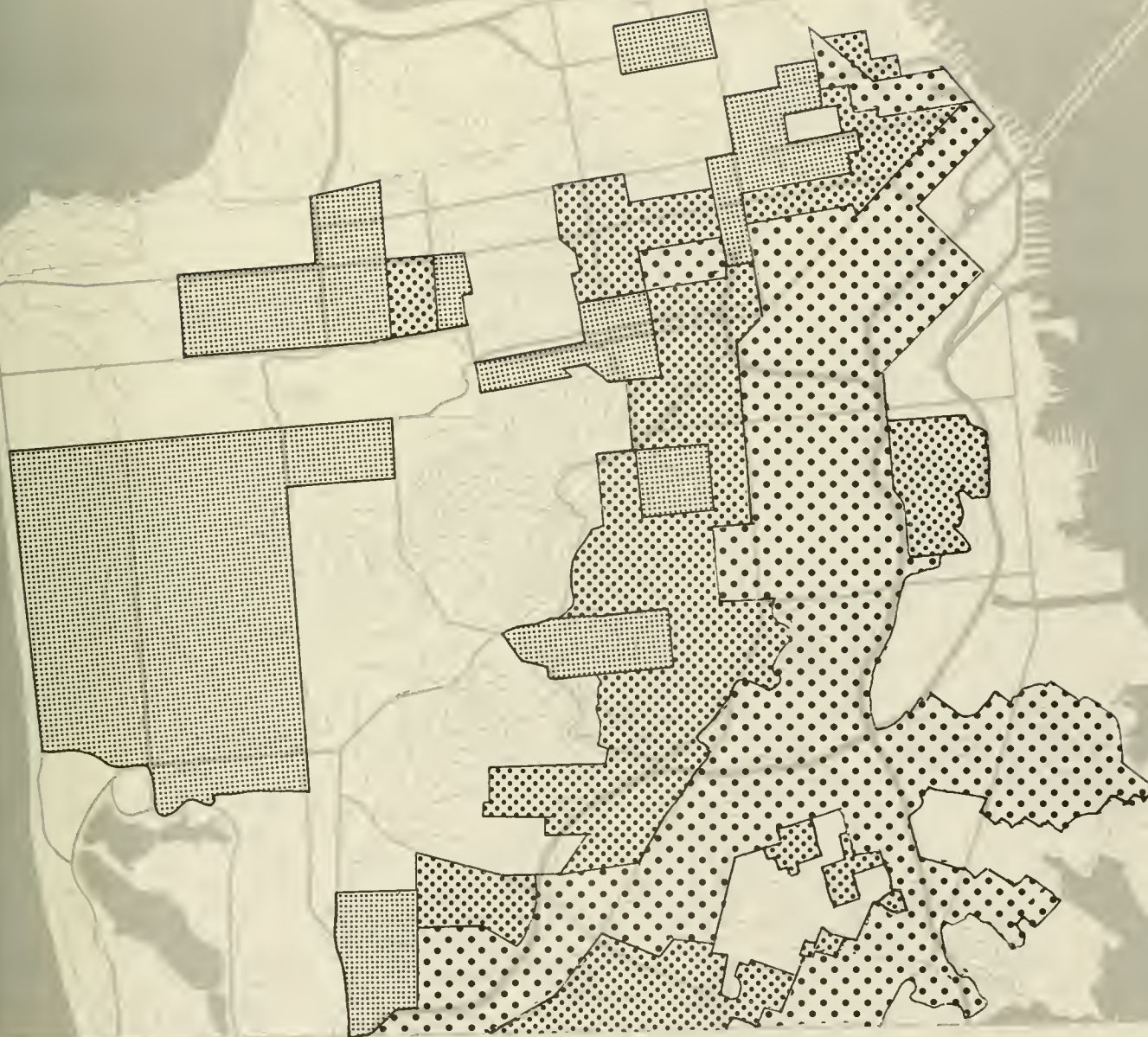
the opinion of residents. This is shown in Exhibit 10 as well. Areas characterized by the very lowest and highest family incomes were excluded, based on the assumption that they were not ready candidates for urban design treatments. This meant, for example, Hunter's Point at one extreme; Pacific Heights at the other. Thus, areas with the following sets of characteristics, judged to be reasonably typical of San Francisco, were chosen for the survey:

1. Stable homeowner/family incomes low to average;
2. Stable homeowner/family incomes above average;
3. Stable renter/family incomes low to average;
4. Transient renter/family incomes lower than average;
5. Transient renter/family incomes average and above; and
6. Transient homeowner/family incomes low to average.

Within each area, two blocks were selected for the survey. One reflected a relatively high quality of environment; the other a relatively low quality. These are shown in Exhibit 11. The source for the environmental information was the Department of City Planning's Quality of Environment Survey. In a few cases, the boundaries of the survey areas had to be modified slightly to include both measures of physical environment. The blocks themselves were selected by visual inspection within each area. Though two additional blocks were selected to assure adequate racial representation, one of them was a casualty. In spite of the use of Chinese-speaking interviewers, it was impossible to obtain a usable sample in the block that had been chosen for its heavily Chinese character (Vallejo between Larkin and Hyde).

In all, almost 140 interviews were conducted. Not surprisingly, they revealed that some changes had occurred in the dominant characteristics of the residents since the 1960 census. For example, the survey block selected in the Outer Sunset was a stable homeowner area in 1960; it has since become a largely renter area. Also, by refining information, the interviews corrected a few inferences that had been incorrectly drawn from 1960 census data. Thus, two blocks which were classified as stable renter areas had in fact a mix of homeownership and transient renters. Three other blocks that were thought to have been transient renter areas were re-classified as areas of mixed occupancy in tenure terms. A location map of the sample blocks is presented as Exhibit 11. Tenure and mobility characteristics of each survey area population are also presented in the form of a number of summary matrices, shown as Exhibit 12.

It is, of course, not possible to say that the
data recorded that the disease had occurred in the country
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PROFESSIONAL AND TECHNICAL WORKERS PER 100 WORKERS, 1960 CENSUS



2-5

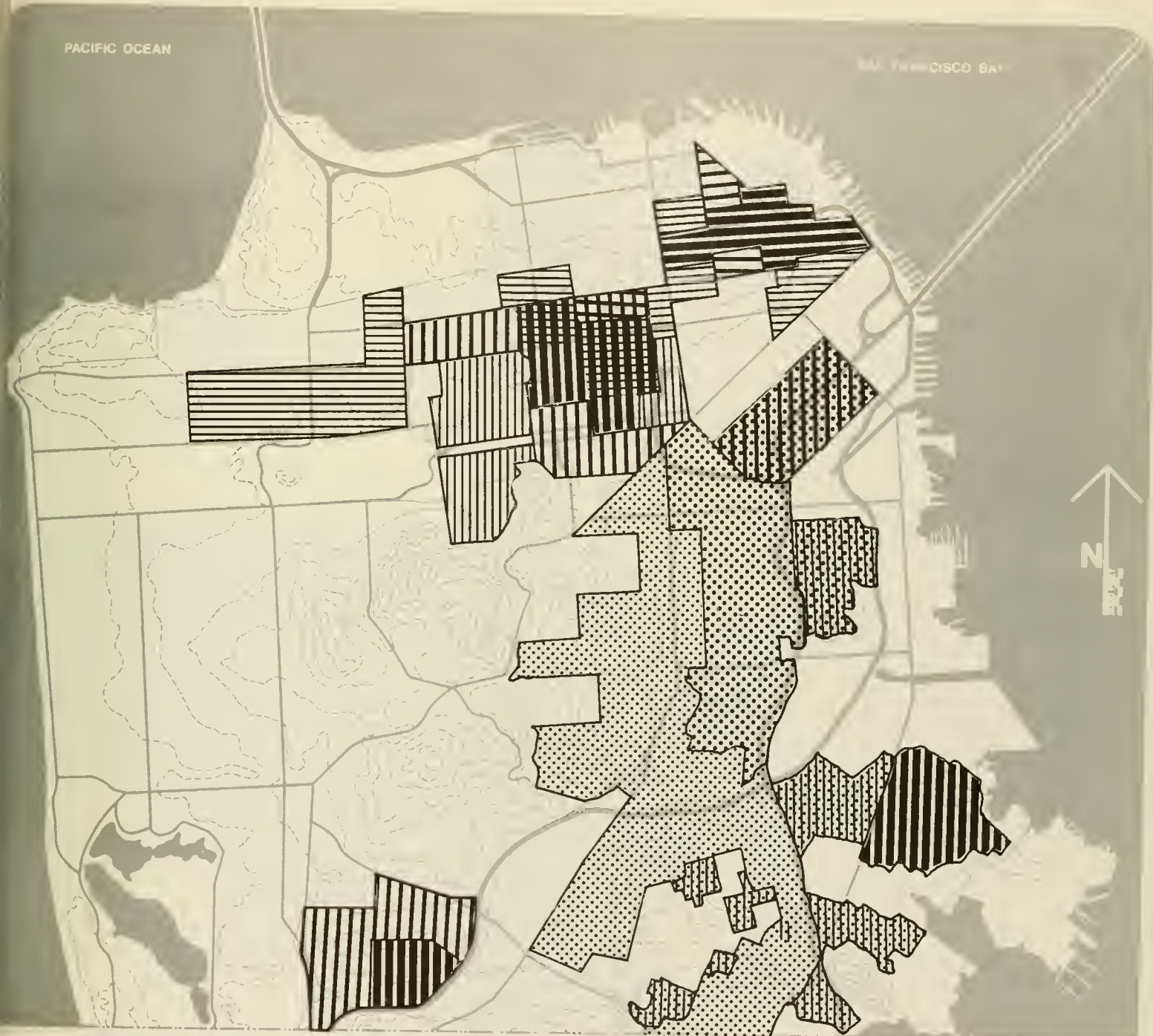
6-10

11-15

City Average: 12.2

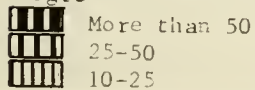
PACIFIC OCEAN

SAN FRANCISCO BAY

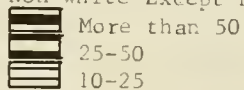


NEGRO, NON-WHITE EXCEPT NEGRO, AND SPANISH SURNAME POPULATION PER 100 PERSONS, 1960 CENSUS

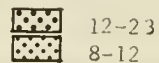
Negro



Non-White Except Negro



Spanish Surname





TENURE AND RESIDENTIAL MOBILITY BY INCOME, 1960 CENSUS

Stable Homeowner

Low + average income
High income

Transient Homeowner

Low + average income
High income

Stable Rental

Low + average income
High income

Transient Rental

Lower than average
Average + high



LOCATION OF BLOCKS SELECTED FOR SOCIAL RECONNAISSANCE SURVEY

II Survey Sample Block:

↔ Indicates pairs of blocks with similar resident demographic profiles (1960 Census), but with contrasting environmental qualities

HOMEOWNER AREAS

PORTOLA Madison

	own	rent	
less than 5 yrs	2	1	3
more than 5 yrs	5	-	5
	7	1	

EXCELSIOR Naples

	own	rent	
less than 5 yrs	1	-	1
more than 5 yrs	6	-	6
	7	-	

OCEAN VIEW Farallones

	own	rent	
less than 5 yrs	5	1	6
more than 5 yrs	4	-	4
	9	1	

BERNAL HEIGHTS Folsom

	own	rent	
less than 5 yrs	-	3	3
more than 5 yrs	6	-	6
	6	3	

PARKSIDE 23rd AVE.

	own	rent	
less than 5 yrs	1	-	1
more than 5 yrs	8	1	9
	9	1	

RENTER AREAS

EASTERN ADDITION Golden Gate

	own	rent	
less than 5 yrs	-	7	7
more than 5 yrs	1	2	3
	1	9	

MISSION/ALABAMA Alabama

	own	rent	
less than 5 yrs	-	8	8
more than 5 yrs	2	-	2
	2	8	

OUTER SUNSET 47th AVE.

	own	rent	
less than 5 yrs	-	8	8
more than 5 yrs	1	1	2
	1	9	

MIXED TENURE AREAS

NOE VALLEY 22nd St.

	own	rent	
less than 5 yrs	1	6	7
more than 5 yrs	3	-	3
	4	6	

PRESIDIO HEIGHTS Sacramento

	own	rent	
less than 5 yrs	2	5	7
more than 5 yrs	1	2	3
	3	7	

RICHMOND 22nd AVE

	own	rent	
less than 5 yrs	-	4	4
more than 5 yrs	2	-	2
	2	4	

INNER SUNSET 18th AVE.

	own	rent	
less than 5 yrs	1	3	4
more than 5 yrs	4	2	6
	5	5	

MISSION/FLORIDA Florida

	own	rent	
less than 5 yrs	-	4	4
more than 5 yrs	5	1	6
	5	5	

METHODOLOGY - ECONOMIC RECONNAISSANCE SURVEY

The aim of the economic survey was to determine the manner in which economic trends in San Francisco have shaped the physical environment of the City. This, in turn, permits the anticipation of their continuing impact. The approach was to determine where in the City, during the past decade, capital investments had been made in its physical plant. For this purpose, the following investments were examined: maintenance, alteration, demolition, and new construction.

The underlying assumptions were twofold. First, such investments are an indication of the degree of confidence investors have in various parts of the City; second, since investment tends to follow investment, recent patterns will indicate to a large degree where maintenance and development activities are apt to continue in the next few years. Obversely, patterns of disinvestment should coincide with areas characterized by deterioration and should indicate where, in the absence of public intervention, neglect is likely to continue.

The economic survey consisted of an analysis of the following major elements: (1) building permits; (2) construction and demolition of residential units; (3) vacant land; (4) areas of public housing, federally-assisted urban renewal, and federally-assisted code enforcement; (5) City expenditures on capital improvements affecting urban form; and (6) the BARTD alignment. In addition, supportive data was compiled to indicate the construction and demolition of branch banks

PHOTOLOGY

and supermarkets. Of the major elements, the first two were the keys to private investment, while the last three were indicative of public investment.

The building permits, which were studied on a sampling basis, were used as indices of two kinds of activities: (1) major new construction, as indicated by construction permits in the amount of \$100,000 and over; and (2) property maintenance including alterations, as indicated by permits for jobs between \$3,500 and \$10,000. For both categories, permits were studied for the even years of the decade; that is, 1960, 1962, 1964, 1966, and 1968. A preliminary examination of the permits revealed considerable irregularity in the issuance of those for major construction. Hence, these were tallied in toto for each sample year. Inasmuch as there appeared to be no discernible periodicity, a sampling was constructed using all the permits between \$3,500 and \$10,000 issued on the first two working days of each month.

In the case of major construction, information about the function of the new structures was recorded, such as hospitals, apartments, offices, and similar facilities. Public construction and alterations affecting urban form were defined to include: public buildings, streets, parks and other recreation areas, retaining walls, erosion control projects, and street tree planting.

All the data collected was tabulated and/or mapped by census tracts, both separately and in various combinations, to measure degrees of correlation. In addition to building permits, the sources of data drawn upon included various publications by the Department of City Planning, the Department of Public Works, the Bay Area Rapid Transit District, the Bank of America, and Safeway Stores, Inc.

The summary findings of the Economic Reconnaissance Survey are presented in Exhibits 13, 14, and 15.

All the work of the United States Government is done by the

people, who are the only ones who can make the Government

work for the people, and not for the few who are in power.

There are many ways in which the people can make the

Government work for the people, and not for the few who are in power.

The first way is by electing good men to office, who will

work for the people, and not for the few who are in power.

The second way is by making the Government work for the people, and not for the few who are in power.

The third way is by making the Government work for the people, and not for the few who are in power.

The fourth way is by making the Government work for the people, and not for the few who are in power.

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PACIFIC OCEAN

SAN FRANCISCO

intensified residential
uses in areas already
more than 80%
residential

high activity area: some residential
use areas being intensified, others
contracting under impact of other
uses. Medical services entering and
expanding.

residential use
introduced along
waterfront

existing resid-
ential uses being
eliminated.
trend may re-
verse along
waterfront with
construction of
Yerba Buena.

High construction
following demolition
intensifies physical
change

symptoms along
BARTO: residential
contraction, minimal
or no construction -
holding operation
in process.

residential ex-
pansion in area
where demoli-
tion rate is
high and vacant
land is present.

BUILDING PERMIT ACTIVITY - RESIDENTIAL FOCUS

- nn Apartment permits
- + Hospital permits
- Office permits

Residential Uses:

- Intensifying
- Contracting
- Static

outlying areas show some diversification of offices in residential areas—expected to continue.

office, commercial and parking facilities intensifying in response to redevelopment.

new office and commercial coinciding with apartment construction intensifying waterfront usage.

continued intensification in established downtown office commercial area especially near BARTD.

competing land uses intensifying south of Market; commercial and office gravitating to BARTD, industry to the south.

industrial non-central office functions expanding, intensifying use and absorbing some of available land. Further industrialization expected.

probable anticipation of BARTD.

intensifying residential use competing with industry with possible increasing incompatibility.

BUILDING PERMIT ACTIVITY - PROFESSIONAL, COMMERCIAL, INDUSTRIAL FOCUS

- Commercial permits
- Office permits
- Industrial permits
- ▲ Parking permits

Residential Uses:

- Intensifying
- Contracting
- Static

Saturation capital improvements in redevelopment area, intention: to stimulate private investment and spontaneous renewal in environs

scattered improvements in residential areas responding to backlog of needs.

problem residential areas experiencing public investment vacuum.

major improvements in redevelopment area.

SELECTED CAPITAL IMPROVEMENTS

Education

Over \$1,000,000
\$100,000-\$999,000
\$10,000-\$99,900
\$700-\$9,900

Parks and Recreation

Over \$1,000,000
\$100,000-\$999,000
\$10,000-\$99,900
\$5,000-\$9,900

Enhancement (Misc.)

* Over \$100,000
* \$10,000-\$99,900
* \$1,000-\$9,900

Residential Uses

intensifying
Contracting

QUESTIONNAIRE

INTRODUCTION

Hello, my name is _____. I am conducting a survey for the San Francisco City Planning Department. Interviews are being carried out in different parts of the City. Their purpose is to find out how people feel about the City, and especially how they feel about the area in which they live. With your permission I would like to ask a few questions about this area of the City. You don't have to answer any questions unless you want to. All answers will be kept confidential. Here is my official letter of identification. I would like to use a tape recorder from time to time if it's alright with you.

Block _____

Interview No. _____

Date of Interview: _____

Time of Interview: _____

Name of Interviewer: _____

PART I. MOTIVATION, SATISFACTION/DISSATISFACTION, AND PERCEPTION OF CHANGE

1. In general, how do you presently feel about this area? Are you satisfied or dissatisfied? ...(pause)... Why? What particular things do you especially like/dislike about living here?
2. Do you think this area is getting better or worse? Why?
3. Would you like to move? _____
4. Do you plan to move? _____
5. If so, to what area? _____
6. When you were first looking for a place around here, what were the things you considered? ...(pause)... Were there any compromises you had to make in moving to this particular area?
7. What could the City do to make things better in this area? What are the most important things?
8. Do you think people around here share a common concern for this area? What, if anything, should they do to improve it?

PART II. TENURE AND MOBILITY

1. How long have you lived at this address? _____
2. Do you own or rent this place? Own _____ Rent _____
3. What do you call this area? _____
4. How long have you lived in this area of the City? _____
5. How long have you lived in the Bay Area? _____
6. Where did you live before moving to the Bay Area? _____
7. If you lived in the City before moving here, where did you live?

8. If you didn't live in the City before moving here, where did you live?

PART III. USE AND CONVENIENCE OF COMMUNITY FACILITIES

1a. Where does your family do most of its daily shopping . . . for groceries and the like? _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| b. Is it convenient to get to? | <input type="checkbox"/> | <input type="checkbox"/> |
| c. It is pleasant to use? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Is the choice good? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Is the quality good? | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Are the prices reasonable? | <input type="checkbox"/> | <input type="checkbox"/> |
| g. How do you usually get there? Walk _____, Auto _____, Bus _____, Other _____ | | |

2a. Who, if anyone, in the family, regularly uses the library? _____

b. What is the name and location of the library? _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| c. Is it convenient to get to? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Is it pleasant to use? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. How do you usually get there? Walk _____, Auto _____, Bus _____, Other _____ | | |

3a. If you have small children, where do they play? _____

b. Is there a playground that small children can use in the area? yes _____, No _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| c. Is it within safe walking distance? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Does its layout lend itself to having fun? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Do you worry about where your children are playing? _____ Why? | | |

4a. If there are teenagers in the family, where do they generally go to have fun? (Specific name and location, _____)

b. What kinds of public facilities, if any, should the City provide and maintain for teenagers? _____

c. Are such public facilities adequately provided around this general area? _____

- 5a. Where, if anyplace, around here do you usually meet and talk with friends? _____
- b. Is it (are they) convenient to get to? Yes ☐ No ☐
- c. Is it (are they) pleasant to use? Yes ☐ No ☐
- d. Do you think that the City should maintain places or facilities where adults and the elderly can get together? Yes ☐ No ☐
- e. What kind of facilities? _____
- f. Where would be a good location? _____
- g. Are public or private facilities to meet and talk with friends now adequately provided around this general area? _____

6. What additional public facilities do you think are needed around here?

- 7a. How frequently do you go Downtown? _____ times per _____
- b. Other than work, why do you go Downtown? _____
- c. How do you usually go there? Walk _____, Auto _____, Bus _____, Other _____

8. Here is a list of some major San Francisco recreation areas. For the ones you use frequently, please answer these questions about how you get there, whether it's easy getting there and whether it's pleasant once you're there.

Order Frequency of use	How do you get there			Is it easy to get there		Is it pleasant once you are there	
	Walk	Bus	Auto	Yes	No	Yes	No
<input type="checkbox"/> Golden Gate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Ocean Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Northern Waterfront (Marina Green, Aquatic Park, Fisherman's Wharf, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other City parks or playgrounds (Name _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Now, let's go back and indicate the frequency with which you use these recreation facilities. In other words, which do you use most frequently, second most frequently, etc.

PART IV. ENVIRONMENTAL PREFERENCES

1. Where in the City would you prefer to live, if you could reasonably afford to live there? _____

Why?

2. If you could live anywhere in the City, which three areas would you choose in order of preference?

3. In your opinion, which is the most attractive block in this area?

4. What features make that block especially attractive?

PART V. EVALUATION OF ENVIRONMENTAL QUALITY

Here is a list of physical characteristics which could apply to any residential area. For each one, please answer how important you think it is and how you would rate your area for that characteristic.

How important is it?

How would you rate your area?

Very Impt.	Impt.	Not Impt.	Physical Characteristics	Good	Fair	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Maintenance of street pavement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Maintenance of houses and yards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Privacy of houses and yards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Individuality of houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Building set-backs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Building side-yards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	On-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Off-street Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Street lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Street trees and other planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wide streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Narrow streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Straight streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Curved Streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Flat Streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sloping streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nearby small parks or places to sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Major parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Safe intersections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Traffic and street noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Noise from children playing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Views of the City, Bay, or Ocean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attractiveness of streets & buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Underground electric & telephone wires	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now, just tell me which three of all of these characteristics are most important, in order of importance?

The following are some different characteristics which refer to social aspects of residential areas. As before, please answer how important you think each one is and how you would rate your area for that characteristic.

How important is it?				How would you rate your area?		
Very Impt.	Impt.	Not Impt.	Social Characteristics	Good	Fair	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends who live close by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighbors who are easy to talk with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighbors who mind their own business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighbors with same social racial, and ethnic background	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Home ownership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Low-turnover, permanent, population in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighbors with different social, racial and ethnic backgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighbors who keep up their places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now, tell me which three of these characteristics are most important, in order of importance?

PART VI. PRIORITIES FOR PUBLIC ACTION

2. Now, let me ask you this. If you could advise the City on what single thing it could do to improve this area, what advice would you offer?

PART VII. PERSONAL DATA

I have just a few last questions concerning personal data. This information will not be used individually, but will be combined with all the other interviews in this survey.

1. Who are the other members of this household? That is, how are they related to you, and what are their ages?

Relationship	Age
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. What is the occupation of the head of household? _____
3. What is your occupation, if not household head? _____
4. How many school years did you complete? _____

5. Into which income category did this family fall in 1968?

- ☐ Less than \$4,000
- ☐ \$4,000 to \$6,000
- ☐ \$6,000 to \$8,000
- ☐ \$8,000 to \$10,000
- ☐ \$10,000 to \$15,000
- ☐ \$15,000 to \$25,000
- ☐ \$25,000 or more

6. If you read any magazines regularly, what are your three favorites?

7. Do you have the use of a car during the week? _____, during the weekend? _____

1. The first part of the document is a list of the names of the persons who were present at the meeting.

2. The second part of the document is a list of the names of the persons who were absent from the meeting.

Mr. A. B. C.	Present
Mr. D. E. F.	Present
Mr. G. H. I.	Present
Mr. J. K. L.	Present
Mr. M. N. O.	Present
Mr. P. Q. R.	Present
Mr. S. T. U.	Present
Mr. V. W. X.	Present
Mr. Y. Z. A.	Present
Mr. B. C. D.	Present

3. The third part of the document is a list of the names of the persons who were present at the meeting on the following day.

Mr. A. B. C.	Present
Mr. D. E. F.	Present
Mr. G. H. I.	Present
Mr. J. K. L.	Present
Mr. M. N. O.	Present
Mr. P. Q. R.	Present
Mr. S. T. U.	Present
Mr. V. W. X.	Present
Mr. Y. Z. A.	Present
Mr. B. C. D.	Present

4. The fourth part of the document is a list of the names of the persons who were present at the meeting on the following day.

